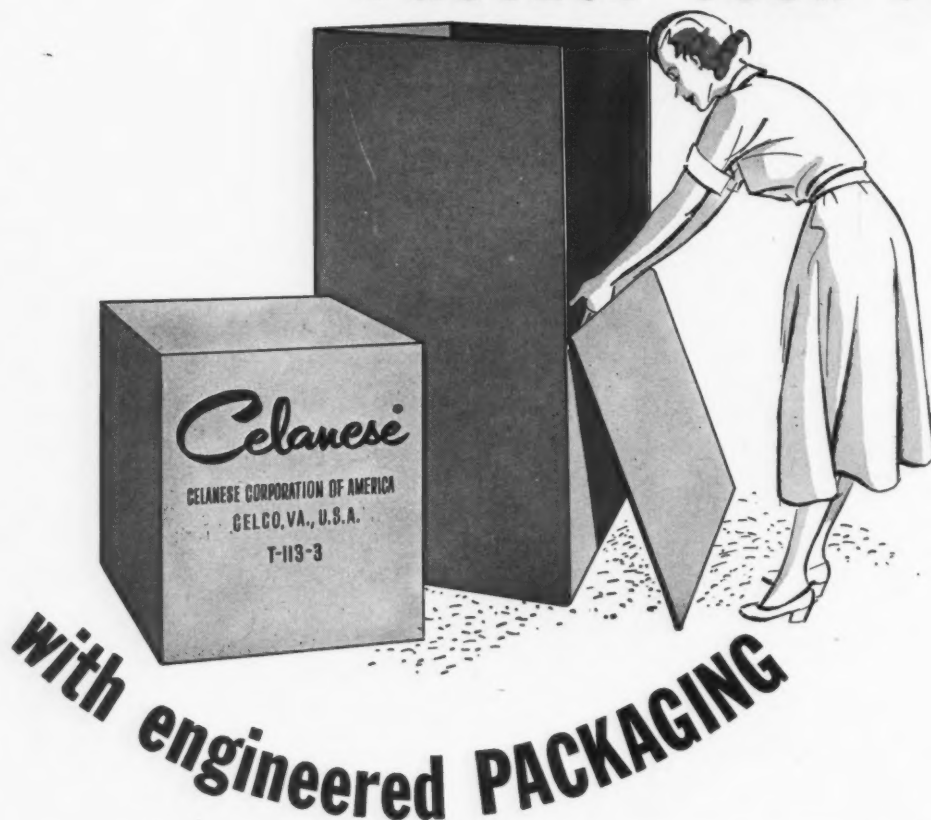




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# Connecticut INDUSTRY

MANUFACTURERS' ASSOCIATION OF CONNECTICUT, INC.

VOL. 32 - NO. 7 - JULY, 1954

L. M. BINGHAM, Editor

## IN THIS ISSUE

	Page		Page
Editorial .....	5	News Forum .....	19
Coulter & McKenzie—Contributor to Steam Engine Development in 1840 and Atomic Energy Production Today .....	6	Industrial Development .....	39
Ground Broken for New Plume & At- wood Plant .....	9	Accounting Hints .....	43
Connecticut Firms Exhibit New Prod- ucts at Philadelphia Show .....	10	Business Tips .....	45
Overseas Market Investigation .....	11	Spotlight on the Future .....	47
Our Aging Population—A Challenge to Management .....	13	Business Pattern .....	49
A Guide to Management Appraisal of Its Advertising .....	16	Connecticut Advertising Services .....	52
		It's Made In Connecticut .....	53
		Service Section .....	64
		Advertising Index .....	64

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# Businessmen and Community Planning

By WILLIAM H. BULKELEY, *Vice President\**

Connecticut Printers, Inc., Hartford

**B**USINESSMEN all over the country are suddenly becoming aware of the need not only for long-range community planning, but the absolute necessity of following through with action.

Those of us engaged in industry have a responsibility for the situation in which we now find ourselves. For twenty-five years we have been drawing up plans to solve the traffic, parking, zoning and other problems of the growing American city, only to let them collect dust rather than activate them to serve our communities.

Ignoring the recommendations of the planners, allowing governing bodies of our cities and towns to close their eyes to poor zoning law enforcement, and a general laxness in granting exceptions to zoning regulations, we have seen deterioration and stagnation of property and property values, involving millions of dollars, and seriously curtailing the prosperity of the community.

The industrialist must be concerned, when zoning laws are adopted and plans approved, that adequate provision is made for industrial plants. He should no longer allow the industrial area to be only the land unfit for housing and commercial use and generally requiring fill by dumping, and frequently with no regard to the transportation needs of people or materials employed in industry.

Modern industry has a substantial interest at stake in seeking to locate in a well planned, well managed city or town. It desires to be a part of the community, and a welcomed part of it, as it contributes through payrolls, purchases

and taxes to the development of the community in which it is located.

Failure to exhibit a concern for good government, sound planning and, indeed, for its own long-term self interest has brought us to the so-called flight from the central city. The plight of some fifty or more major American cities is exemplified by the situation in which Hartford finds itself today.

It may be fifteen years late, but the gathering together of a group of Hartford business leaders representing some four-fifths of Hartford's grand list, should be the first step in developing a plan and program of action designed to find the answers to the manifold problems facing Hartford and the greater Hartford areas. That group should see that action is taken, step by step, to remove the obstacles to progress and thus achieve the building and re-building of a modern metropolis centered around old Hartford.

The task ahead is a long range one, but an analysis of the problem will insure the carrying out each year of some steps toward the goal of better business and better living in the modern super-city.

Industrialists in Connecticut, whether they conduct operations in the cities or surrounding towns, are seriously affected by the quality of the planning of cities and towns in their respective areas. The factors favorable to industrial growth are largely influenced by the policies developed under the planning and action groups in the community. Taxation, regulation and quality of municipal services, if they are of a high standard, will continue to make Connecticut attractive as a location for new and established industry.

\* The author of this month's guest editorial is president of the Governmental Research Institute of Hartford, vice president Hartford Chamber of Commerce and a member of the recently formed Action Committee of Greater Hartford.



PERCY C. K. HARRISON, president and general manager. (Left) the Coulter & McKenzie plant in Bridgeport.

# Coulter & McKenzie-

## Contributor to Steam Engine Development In 1840 and Atomic Energy Production Today

**I**N 1840 George W. and John R. Young built a machine shop on Bridgeport Harbor. Their shop was to serve particularly the growing New England coastal steamboat trade and the infant Housatonic Railroad.

Gaining experience through the years, the company designed and built its own marine steam engines and still later special purpose machinery. A wide variety of products and services was offered up through the Civil War. However, it was not until 1875 that the company came into prominence. It was then that Thomas Coulter and Hector McKenzie devised and built the first turret lathe. The lathe was introduced at the St. Louis Exposition, where it was sold along with patent rights at a price which made possible the incorporation of the company under the name of The Coulter & McKenzie Machine Company.

The company then pressed its development and research activities to serve

the booming railroad industry. A line of machines was designed to accomplish mechanically all of the operations formerly done manually by blacksmiths in the production of coil and leaf springs. The advent of the automobile added greatly to the market for this equipment. Today all of the automobiles, railroads, and trucks on the road have springs or shackles which are at some stage in their manufacture processed on Coulter & McKenzie spring machinery. These machines (which are specially designed for the cold or hot working of tough, high alloy spring steels) include alligator and guillotine type shears, reducing rolls, swagers, punch and trim presses, hot upsetting machines, coilers, cambering and quenching equipment, assembly units, bulldozing and testing machines, and a variety of allied machinery.

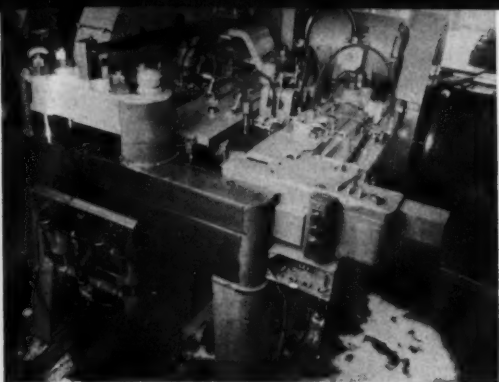
The name of Coulter & McKenzie is known throughout the world for its fine quality and advanced design of spring

machinery. New England may well be proud that it leads in this little-known but vital transport spring industry.

### Defense Contributions

During the Civil War Coulter & McKenzie was manufacturing machinery to form wire into pins, buttons, and screws and making high production automatic headers and single-purpose millers. These machines incorporated principles which were, at that time, both novel and radical. Many of the production designs introduced in Civil War days are acceptable in industry today. The company produced small arms ammunition machinery, as well as uniform hardware for the Civil War soldier.

When the country was next engaged in a major conflict during World War I, Simon Lake was making submarines. Coulter & McKenzie made the conning towers and other components for these vessels. The company again made small



**HOT FORGING** machine used to upset the eyes on truck leaf springs.

(Right) **SPECIALTY** continuous fine wire drawing machine with automatic packaging features.

**MACHINE** for placing wire into fibre container for shipment is shown below on the right.



arms ammunition machinery and, in addition, produced rifle barrels in large quantity.

World War II brought demands for closer tolerances and finer, high-production, precision equipment. The company produced naval instruments, contributed to radar development, and manufactured a large volume of machinery for the production of small arms ammunition.

During the recent Post-World War II defense effort the company contributed to the expansion of the atomic energy, naval aircraft, and army air force programs. The company's diversification of tools and highly skilled personnel is one of the reasons why the nation depends so heavily on New England know-how in times of defense emergency.

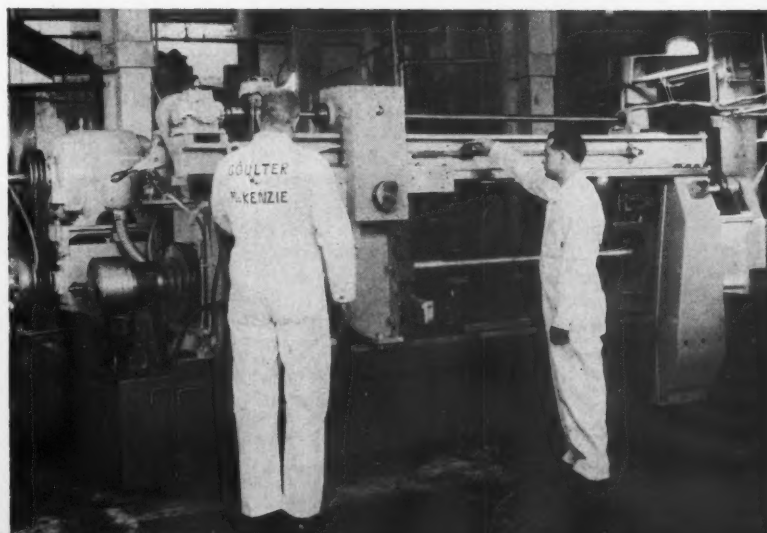
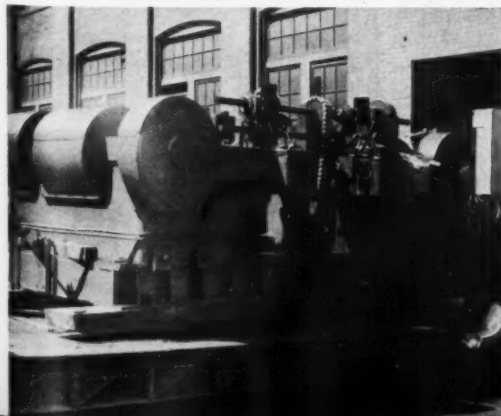
#### **Wire Shapes and Forms**

During the Civil War when Coulter & McKenzie was making uniform hardware, the company found that its design and inventive ingenuity permit-



**AUTOMATIC** eye machine rolls out the door bound for Ford's River Rouge Plant, below.

**HELICAL COIL** winding machine recently built by The Coulter & McKenzie Machine Company on the right.





WELDED steel replacement cylinder for a 500-ton hydraulic press nears completion.

ted it to mass produce wire shapes and forms many times cheaper than its competitors, who were making the same objects by hand. Hundreds of variations of special purpose wire machinery were developed for forming, upsetting, heading, shaping, pointing, and machining of wire. As a result, high cost notions such as ladies' hairpins, hooks and eyes for ladies' dresses, and even the common pin came within the reach of the average housewife. The market for such items increased fantastically as these treasured items were cheapened in cost and became expendable.

Through the years the company has been asked to make specialty wire drawing and processing equipment. By perfecting the machinery to make it possible to mass produce the "Ball Jar" closing device, the company revolutionized the canning industry. Wire machinery designed and built by the company stimulated the founding and successful operation of numerous companies.

The company is currently introducing a new line of novel wire processing equipment. The Driscoll Wire Company of Shelton, Connecticut, recently invented a process which permits wire or any strand material to be freely poured into a cylindrical fibre drum. This container can be used for shipping and enables the ultimate user to pay the wire out free of any tangle or variable drag. The process thus eliminates all human contamination due to handling and the possibility of damage or waste.

Coulter & McKenzie's new line of equipment is designed to accommodate the Continental Can Company's fibre drum, known as the PAYOFFPAK. A demonstration unit was unveiled at the National Packaging Association's Annual Show in Atlantic City April 5 to 8 of this year. A phenomenal accept-

ance greeted its introduction to the wire industry. The process has been termed the most "revolutionary development in the wire industry since the advent of the carbide die." Again, New England know-how and ingenuity have contributed substantially to the nation's improved economy.

#### The Company's Personnel Team

Management, now in its fourth generation, is headed by Percy C. K. Harrison, President and General Manager, and Edward E. Harrison, Vice President and Sales Manager.

The inventive aggressiveness required to meet today's technological progress is supplied by Coulter & McKenzie's Chief Engineer, Victor A. Zaveruha. He has kept the company's products abreast of the times and, with the help of T. Edwin Lewis, Jr., Design Engineer, has integrated automation into the design of each of the company's products.

Today finer grades of material requiring closer tolerances go into the production of each of the company's products. These machines are engineered for higher production and are called upon to operate with a minimum of maintenance and a maximum of abuse. These closer tolerances and constantly improved production machinery are made possible by the long service skills and teamwork of C and M's personnel.

The employment records of the company reveal the faithfulness and loyalty of the employee and trust and fairness of the management. The average length of employment has always been high, and there are currently seven employees with over thirty-five years of service each, one of whom has had fifty years' service with the company. Employee interest is high due to the variety and specialized nature of the equip-

ment, which is the company's forte. Fathers for generations have taken pride in having their sons learn the machinist trade at Coulter & McKenzie.

#### Machine Shop Specialists

To those who have no knowledge of its products the name of Coulter & McKenzie is more synonymous with "machine shop specialists." The company has a name for prompt and efficient machinery repair and contract machine services.

The plant has been at its present location since 1840 and has been reshelled externally and revamped internally to incorporate the latest materials-handling devices. Thus, the company successfully accommodates the ever-increasing size of equipment which it is called upon to manufacture. Modern machine tools employed are among the largest in the state. They are utilized in the Heavy Machine and Assembly Departments, the Medium Machine Department, and Tool Room. In addition, there is a Forge Shop and a Wood Pattern Department.

Engineering and mechanical resourcefulness have resulted in helping many Connecticut manufacturers to meet a critical deadline. Major mechanical failures which might have caused a catastrophe have been averted by the ingenuity and ability of the company's engineers, machinists, and mechanics.

Such was the case in the winter of 1950 when the main gear shaft on the Saybrook Bridge of the New York, New Haven & Hartford Railroad failed and had to be replaced. Vital oil barges carrying household fuel for Hartford were held up at the mouth of the Connecticut River. If Hartford were not to be devoid of household fuel, it was imperative that the bridge be back in operation within a week. Coulter & McKenzie received word of the breakdown on Wednesday noon and had the bridge back in operation on the following Tuesday morning at 2:00 a. m. The people in the Hartford area were never aware of the impending crisis.

Such was the case also when the Communist Army of North Korea invaded South Korea, and our Government commissioned the ESSEX class carriers to leave United States ports as soon as possible. The company, working around the clock, revamped the airplane launchers on these carriers. Accomplishing this critical effort in the shortest possible time, the first unit was complete less than a week after the first shot had been fired.





MUSIC at the ground breaking ceremonies was supplied by the Thomaston High School Band.

## Ground Broken For New *Plume & Atwood Plant*

OFFICIALS of the town of Thomaston, of the Plume & Atwood Mfg. Co., and of the Hackart Construction Company participated in the formal ground breaking ceremonies for the new Plume & Atwood million and a quarter dollar plant. The ceremonies were held Monday, April 12 at 11:00 A. M. on the site of the new plant in Thomaston, Conn.

Among the guests present were Norris Ford, of the Manufacturers Association of Connecticut, C. L. Eyanson, of the Naugatuck Valley Industrial Council, J. Johnston and J. Waters, second and third Selectman of Thomaston, C. Dunbar, Jr., Thomaston Town Counsel, L. DeBisschup, President of the Thomaston Rotary Club, M. Bruscino, President of the Thomaston Lions Club, J. E. Claffey, Architect for Fletcher-Thompson in Bridgeport, and the Directors, Officers and Executives of the Plume & Atwood Mfg. Company.

Thomas I. S. Boak, President of the Plume & Atwood Mfg. Co., welcomed the guests. He said "we are about to break ground for a new building to house the fabricating plant of the Plume & Atwood Mfg. Co. This move is a symbol of the determination which the Management has to make Plume & Atwood more of a factor in the business

world. It is a symbol of our faith in the future of industry in New England. It should indicate that we believe fully in the free enterprise system and that we feel the future of the free world is secure."

Arthur Hackman, President of the Hackart Construction Company the general contractor for the project ex-

pressed great confidence in the industrial future of New England saying "My company has at all times held a firm belief that New England was, is, and always will be a great industrial center of America. We are continually studying the industrial potentials of this great country of ours from end to

*(Continued on page 46)*



THOMAS I. S. BOAK, president of Plume & Atwood, removes the first shovelful of earth at the ground breaking ceremonies. The dignitaries looking on include Arthur R. Hackman, president of Hackart Construction Company; Charles Eggleston, First Selectman of Thomaston; other Thomaston officials and directors of the company.





THE JACOBS MANUFACTURING COMPANY, West Hartford, exhibited its newest Model 96 Collet Chuck, a tool holding and work holding chuck which now permits the use of the famous Jacobs Rubber-Flex Collets on many different machine tools.



HENRY & WRIGHT DIVISION of Emhart Manufacturing Company, Hartford, showed its high speed 60-ton dieing machine. The machine produced souvenir ashtrays of copper to demonstrate the equipment's ability to perform a series of metal forming operations with one stroke.

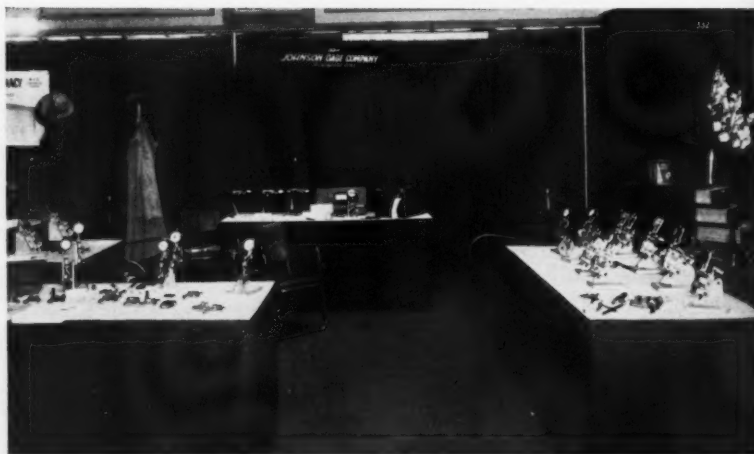
## Connecticut Firms Exhibit New Products at Philadelphia Show

PRODUCTS of eleven Connecticut industrial equipment manufacturing firms were exhibited recently at the national industrial exposition of the American Society of Tool Engineers in Philadelphia.

Reproduced here are photographs of some of the Connecticut booths. Exhibiting manufacturers from this state included F. E. Anderson Oil Co., Portland; Arrow, Hart & Hegeman Electric Co., Hartford; Cushman Chuck Co., Hartford; Emhart Manufacturing Co., Hartford; Hanson-Whitney Co., Hartford; Jacobs Manufacturing Co., West Hartford; Niles-Bement-Pond, Kellerflex Department, West Hartford; Noble and Westbrook Manufacturing Co., East Hartford; Dow Chemical Corp., Thompsonville; Horton Chuck Co., Windsor Locks, and Johnson Gage Co., Bloomfield.

Exhibiting latest equipment and processes were nearly 500 manufacturers, representing 21 states, Canada and Europe.

THE CUSHMAN CHUCK COMPANY, Hartford, exhibited for the first time a two-jaw Air Operated Indexing Chuck for the precision finishing of gate and globe valves without having to unload and re-chuck a workpiece to machine opposing and angular surfaces. Also exhibited was the Cushman Expanding Ball Arbor Chuck used for internal chucking of workpieces for either turning or grinding operations.



THE JOHNSON GAGE COMPANY, Bloomfield, displayed its exclusive line of RING-Snap and ROLL-Snap Thread Gages and Comparators. This company is nationally known for its pioneering and development work in the field of screw-thread gages and measuring devices.



# Overseas Market Investigation

By H. H. BOHLMANN, *Chairman MAC Foreign Trade Committee*

and *Export Manager, The Seamless Rubber Company, New Haven*

THE probing searchlight of export market research exposes salient factors that materially help the manufacturing exporter sell his products in foreign markets.

If the present trend of a steady increase in gold and foreign exchange holdings on the part of other countries in the free world, that started over two years ago continues, a further relaxation of imports from the United States can be expected. That is one reason why market research can pay handsomely in areas where the exporter has done no business previously.

The exporter who goes on overseas sales trips can often include in his itinerary one or more countries where his products have so far not been enjoying worthwhile sales. Sometimes those countries do offer good possibilities and a new sales representative appointed on the spot as a result of a previous direct mail campaign or with the aid of the commercial departments of the American embassy or legation or correspondents of American banks will sometimes rapidly improve the sales picture. Today no export market is too small to be entirely overlooked, and air tickets usually permit stop-overs en route or certain deviations from the direct route, without extra expense, to markets that may have heretofore been neglected. After all, individually small markets will in the aggregate make an important contribution to total export sales.

Occasionally an exporter may receive an unsolicited order in response to an advertisement in a U. S. domestic trade publication that somehow falls into the hands of the foreign buyer. This worthy gentleman likes what he sees, sends an order, and may thus unconsciously help open up a new market however small, provided the exporter then sets about cultivating it assiduously.

## Foreign Market Research

However, most new business is not come by so easily and with the conditions of tough overseas competition existing today, foreign market investi-



H. H. BOHLMANN

gations are necessary at intervals even where the exporter has established sales and distribution outlets.

The U. S. Department of Commerce puts out a very useful Report No. FT 410. From it the exporter can determine the total American exports of his type of goods and decide whether his current sales volume represents a fair percentage of it. From such sources as American chambers of commerce in the foreign country, foreign chambers of commerce in the United States, as well as foreign embassies, foreign trade publications and foreign departments of American banks, he can elicit information as to the foreign country's total consumption in his category of products and thus determine the total business that is available.

In most cases American products meet local tastes just as they are. Our automobiles are bought enthusiastically in most countries of the world, as is the case with innumerable other products. Sometimes however, the exporter may have to change his product to make it acceptable to the local taste, but often this change need be only a minor one in style, design or color and involve only a small extra expense.

Where the exporter is confronted by a market overseas that yields what ap-

pears to be a disappointing sales volume, he can paint an accurate picture of the situation for himself by utilizing the above mentioned sources of information.

He may find that American competitors are way ahead of him, or he may on the other hand discover that they are experiencing the same difficulties as he, in that he is up against one or perhaps several basic trade barriers. One of these can be the local manufacture of similar products which often causes the prohibition of imports from abroad in order to protect the local industry. In such cases, sometimes American manufacturers decide to set up a local manufacturing venture themselves or in partnership with nationals of the foreign country. But even when a foreign country has closed its borders to American imports, it is wise to keep that market in mind instead of crossing it off the books, as later on the foreign government may relent at least to the extent of permitting limited imports when it has decided these will not harm the local industry.

Another part of a market investigation is to determine competitive terms and prices of goods of the same kind as handled by the exporter, as regards other competitive American products, goods from other countries and those made locally. Where no competitive articles are manufactured locally, foreign products may have become well established with the aid of preferential tariffs. These can often be overcome only through reciprocal trade agreements with the United States, which then help open previously closed or greatly restricted markets. For that reason it is wise to keep an eye on any pending or newly concluded reciprocal trade agreements as announced by the State Department, the U. S. Department of Commerce or foreign trade organizations.

In some markets the exporter may find that the government is restricting imports of inflammable material and explosives as well as certain foods, drugs and pharmaceuticals. In some

places such products as matches and tobacco are handled by a government monopoly. The exporter will take these conditions into consideration when making his survey to make sure that his own goods are not on such a list as that would severely restrict if not altogether exclude any sales possibilities.

Very helpful for the exporter in preparing a market study are the basic data included in market guides for overseas countries. Moreover, American export publications often include market surveys of particular countries that greatly simplify the job of market investigation and give the answers to many of the exporter's questions, including for example the principal distributing centers and the territory covered by each.

Once he has decided to enter a market the foreign trader realizes that the next most vital step is the appointment of a suitable distributor. Market guides of foreign credit organizations and the trade lists of the U. S. Department of Commerce contain distributing firms and sales representatives in most overseas areas. Letters written directly to parties in these lists enable the exporter to choose the one he thinks will do the best job for his particular needs.

### **Solving Distribution Problems**

There are many factors he must consider before he picks a representative. For example, the exporter of heavy equipment and intricate machinery needs a local distributor with the necessary technical staff to install and service his goods and one strong enough financially to pay for the imports in the first place. He must be willing and able to maintain a stock of spare parts so that repairs are not unnecessarily delayed to the exasperation of the foreign buyers. In cases where the exporter handles consumer goods, he may find it wise to avoid the appointment of a wholesaler as an exclusive distributor for the reason that other wholesalers are not likely to place import orders through him since he competes with them. In addition they realize that he pays less for the same goods and receives a commission on any orders they place through him. In such instances, a representative working on a commission basis would be the answer.

Basic market data needed to analyze the sales potentials of a market include statistics on population. These will have to be regarded with a practiced eye, for if large portions of the people live too far away from the important

merchandising centers, sales will be less than might otherwise be expected.

Of course, some countries with a relatively low standard of living may still turn out to be a good market for certain products used in special enterprises. This would be the case if the government of such a country has mining interests or is embarking on a program of new highways or railroads, since much of the machinery for these enterprises will probably have to be imported.

In many individual countries the sales potentials of different sections may vary, if some are industrial and others agricultural, and possible different distribution methods may be required to properly cover these different areas.

In order to complete a market investigation, it will be desirable for the exporter to determine the position of his product as compared with foreign competition. To that end their landed cost is determined, taking into consideration possible preferential tariffs. At the same time the exporter calculates the landed cost of his own goods by adding to the price f.o.b. factory the cost of transportation to the U. S. seaport of exit, delivery to the steamer, the handling charges of the foreign freight forwarder, consular fees and marine insurance. Then he adds ocean freight as well as import duties and landing charges at the overseas destination. The resulting landed cost of his own products can then be compared with that of foreign competitive goods, telling the exporter just where he stands.

Steamship companies or foreign freight forwarders will furnish current freight rates on the basis of which the exporter calculates the freight charges, using the weights and measurements of a standard shipping container. He knows that the ocean freight is based on weights or measurements, whichever gives more revenue to the steamship line. The import duties in the foreign country can be ascertained by consulting the U. S. Department of Commerce regarding foreign tariffs and customs regulations.

### **Import Duties**

As is well known, import duties may be levied exclusively for revenue or both for revenue and the protection of local industries. In the latter case they are often very high. As many exporters are now experiencing in a number of markets overseas that are going through a period of rapid industrial expansion,

import duties on goods similar to those manufactured locally are really in the nature of protective tariffs that are prohibitive in some cases.

Import duties may be specific, that is so much per weight or volume, or so much per number; or they may be based on a percentage of the value of the goods (*ad valorem*). These duties may be calculated on the price paid, on the appraised valuation or according to a definite amount prescribed in the customs regulations. Different rates of duty frequently apply to different component parts of the same article and to its packing. Moreover, duties assessed on a specific basis may be on gross, net or legal weight.

In markets where the exporter finds that goods competitive with his own are being imported unfinished at a substantially reduced rate of duty, he will be wise to try and find a way to ship his products in the same manner. Apart from the saving in import duties, products that are supplied knocked-down, unfinished or semi-finished will also enjoy a lower freight rate since they weigh less or occupy less cargo space. Besides in countries that impose import restrictions, unfinished or semi-finished products since they provide local employment are often given preference over finished products.

In order to arrive at the final landed cost of the product the foreign trader determines the cost of delivery from the steamer at the seaport of entry overseas to the warehouse of the importer. This information can be obtained through the respective foreign chamber of commerce in the United States, the American chamber of commerce in the overseas country or in markets where the exporter is already active from the local representative.

A factor in the competitive position of American and foreign exporters is their geographical location. In other words, a competitor may have an advantage over the exporter if he happens to be located much closer to a given market. In that case he can give better delivery and his customers pay less for freight charges and insurance premium due to the shorter time that coverage is needed.

If the market study indicates that good sales possibilities exist for his goods, there are still other matters to be considered by the American exporter. These include consulting with an American firm of patent and trade mark attorneys with world-wide connections,

*(Continued on page 40)*





**RETIRED SKILLS AT WORK**—Seen above in the workshop of Avocationers, Inc., the private non-profit educational project for retired people, are (left to right) Ralph Warren, 82, Harry Guild and William W. Leonard, who founded and directs the operation.

# Our Aging Population

## *A Challenge to Management*

### Part I—Report of a Conference

**Editor's Note:** Because of the growing problems and challenges posed by our aging population in the nation, and particularly in Connecticut, *Connecticut Industry* reports on the highlights of a recent conference on the subject, and outlines one activity in Hartford which has been launched to give older age people greater satisfactions in retirement. The time seems ripe for management of all enterprise to give serious consideration to the problems and opportunities thrust upon them by a rapidly aging population and to develop definite company policies in keeping with their financial capabilities that will reflect maximum goodwill toward their respective organizations. Through wise action, properly timed, on the part of the majority of employers the always costlier and less satisfactory solution for all concerned by federal or state governments, may possibly be avoided.

**I**N a conference paper delivered before a management conference on "The Aging U. S. Population" at Cold-Springs-on-Hudson, New York, early in May, Allen W. Rucker, economist, of Cambridge, Massachusetts, predicted that "a 260% increase in present capital investment will be required by 1975 to provide for present rates of productivity gains and also assure meeting the standard of living needs of the retired and working populations by that date." Mr. Rucker also said, "By 1975 the 21 million people

over 65 in the United States will be five times the number of such aged in 1910. If they were all unproductive at that time, the economic burden on society, in terms of current per capita income, would be \$50 billion per year. One of the challenges, therefore, of our aging population is to make our increased leisure from longevity a productive, or at least a wisely financed project. The first requirement of achieving sound retirement policies—for individuals, companies and for social security—is to insure the continued growth of pro-

ductivity in the business economy."

The three-day management conference, held May 6 through May 8 at Cold Springs Institute (a non-profit organization chartered under the New York State Board of Regents to conduct research and program development activities in the field of gerontology), was convened for the specific purpose of considering the many and varied ways in which the aging U. S. population represents both a challenge and problem to the business community. It was attended by nearly a score of management executives, economists, legal, medical and governmental authorities and professional personnel concerned with various facets of the subject. The conferees, with Dr. Millard C. Faught, management consultant, of New York and Greenwich, Connecticut, as chairman, sought no formalized conclusions, but rather to think deeply and discuss the many facets of the growing problems and challenges resulting from the rapid growth of our population over 65 years old.

At the close of three days of intensive

management-oriented discussions, including specific aging problems as they affect employment and job patterns, personnel policies, labor negotiations, retirement plans, management methods, costs, markets and the various relations between enterprise and its publics—the consensus of the conference was that *far more factual information and interpretative analysis is needed if American management is to meet fully the challenge inherent in our maturing population.*

### Conclusions and Their Origins

Noting that the facts about the shifting proportions of our population toward the older age brackets have "crept up on us," with much less attention paid to its significance than warranted, the conferees felt that henceforth the *positive challenges* inherent in these facts will rapidly become *negative problems* unless sound policies toward our senior citizenry are developed so as to keep abreast or ahead of their growing influence in the economy and society. There was firm agreement that the challenges inherent in our rapidly aging population constituted a wide-open opportunity for industrial statesmanship and human relations leadership to be practiced by individual business employers of all types and the entire enterprise community.

Such conclusions stemmed from recognition of such factors as these:

The progress of industrialization with its attending division and specialization of employment has concentrated more and more of our social and economic relations around the *job*—as opposed to the family, home, etc.

As a result, more and more of the individual's status, his "who-ness" and "what-ness" in his environment, grows out of his job.

Thus his plans for retirement, if any, and most of his attitudes toward his older years—including his views on social security and pensions, are viewed as a "substitute for his job." Obviously, therefore, the employer, and all enterprise as the job-providers in our society, have a vast stake in the growing retired and/or aged group in the society.

In view of such considerations, much of the conference was devoted to discussion of how far private management should go, or may wisely decide to go, in assuming the initiative and responsibility for the social development and economic support of sound retirement and "older person programs" of many

types in our culture. It was recognized that this "challenge" or "problem" confronted management under many headings; among others, the following:

### Personnel Policies

Recognizing that most company personnel policies and practices are now concentrated on the recruitment, training and working conditions of employees *during* the process, the question was raised as to where in this process, if anywhere, the employee should also be "trained for retirement." Views ranged all the way from that "this is no concern or business of the employer" to the counterview that the employer "has a moral and ethical responsibility to be concerned about the post-retirement well-being of an employee who has spent his prime years with The Company." At the minimum it was agreed that programs of pre-retirement counseling and post-employment liaison with pensioned employees were fertile fields needing a great deal of further exploration by management.

There was strong majority consensus that, aside from degree of emphasis, the "retirement aspects" of employment would henceforth have a growing importance in company personnel policies; and that, whatever the degree of responsibility to be assumed, every employer should develop a policy in this area. Reasons advanced ranged from "If the private employers do not, the government and/or the community will" to related observations that since here was a field of human relations that will ultimately affect *all* people (as they grow old) it was therefore a prime area for enterprise to exhibit leadership initiative, irrespective of the ultimate "company policy" to be established.

### Public Relations Aspects

By reason of the fact that the aging population (one person out of 8 is now 60 years old or over) now constitutes a mounting group-conscious "public" in its own right, there was frequent reference during the conference to the many "public relations" and "human relations" aspects of this subject.

Perhaps the most fundamental premise discussed in this area was recognition of the fact that our national health, standard of living and related components of our growing longevity *are themselves in large part products of our economic system.* Therefore the system will indeed be selling itself short if it does not, through its private procedures and public policies, encourage the maximum satisfactions out of this prog-

ress by the older citizens who should be among its principal beneficiaries. In 1850 we worked at least 70 hours per week and might live 40 years; now we work 40 hours per week and can expect to live nearly 70 years. Since industry has been a major contributor to this dynamic reversal in a century of the working-living facts of American life, it behooves American enterprise to be interested in what people do with the "extra lifetime of leisure" that is now a principal value element in the fruits of our technological progress. Examples were discussed of how the accepted public relations patterns of companies vis-a-vis employees, stockholders, customers, the plant community and the public in general might be effectively improved if proper attention is paid to this "new public," the oldsters, who are really a part of all "publics."

### Productivity Aspects of Aging

As the conference turned from the humanistic to the economic aspects of longevity, it became increasingly apparent and agreed that herein lies one of the principal challenges to the *productivity* of our economy. As the numbers of retired workers increase, especially as the standard of living also increases, the relative burden on the "productive" age groups will increase.

Dr. Arthur Uppgren, Dean of the Tuck School of Business at Dartmouth, told the gathering that it was essential that we put our growing retirement funds themselves to productive use, especially in continuing to expand the private economy which has produced both the income and the leisure already represented by our longevity process.

Out of these productivity discussions in the economic sphere grew a vigorous debate over the human "productivity" aspects of retirement. Many of the conferees felt that our present and assumed attitudes toward retirement were altogether too sterile and undynamic, and were predicated on the assumption that people retired *from* their workaday life patterns rather than retiring *to* a new period of life which should be highly productive of enlarged human satisfactions.

Dr. Ruth Andrus, Director of the Cold Spring Institute, reported to the conference that their own research with retired persons showed that many individual retirees tended to "sell themselves short" by acceptance of negative stereotype attitudes toward retirement as being synonymous with "being put on the shelf."



## Stereotype Attitudes

It developed that virtually all of the conferees were able to advance one or more of the popular stereotype attitudes toward retirement or "old age" and also to offer substantial proof of their whole or partial fallacies. For example, in spite of claims that we are becoming "welfare state minded," surveys among certain worker groups have shown that 90% of employees still think that "providing for one's old age is the primary responsibility of the individual."

To dispute the "rocking chair" concept of old age, it was reported that only 3% of our oldsters are living in institutions; that tests show them to be more interested in beauty parlors, for example, than in special geriatric equipment like new-model wheelchairs; and that it is fallacious to assume that oldsters cannot learn new ideas, or that they are necessarily more interested in "mental living" than in "physical living."

As one conferee declared, "When oldsters die shortly after retirement, they create 'funeral notoriety,' but if they live 'happily ever after' it is not news." Several of the company executives present reported common experiences of having people drawing retirement pay for 25 years and more after retirement from their jobs.

On the other hand, there are frequent and widespread reports of "retirement shock" among employees, even when extended efforts are made to help the personnel anticipate their retirement. If anything, the shock is greater among executives than among manual workers.

Observed one executive, "People retire, but companies have their main attention concentrated on *not* retiring. This may, in large part, explain the relatively slight attention that has been paid to 'retirement relations' in formulating company policies."

In the closing session of the conference, Dr. Lawrence K. Frank, consultant to the Cold Spring Institute, and Dr. Clark Tibbits, chairman of the Committee on Aging and Geriatrics of the U. S. Dept. of Health, Education and Welfare, advocated constructive policies—by companies and society—that would treat this phase of life as a "normal" process rather than as a "final emergency" in life.

Said Dr. Frank, "We have developed our school system to train normal people for the life process ahead. In whatever we do to help normal people make the most of their older years, we should be

like-minded in our approach."

It was also pointed out in the summary session that our whole society, and not just the older groups among us, tends to display a "lack of capacity for leisure." As our leisure mounts, as a by-product of our rising standard of living as well as of our longevity, this becomes a universal challenge, and not one of special significance to the older groups among us.

Companies represented at the confer-

ence included: Union Carbide, Downington Paper Company, Central Hudson Gas & Electric, General Electric, The Philadelphia Electric Storage Battery Co., Bulova Watch Company, Opinion Research Corporation, Simons & Hardy, Fred Rudge, Inc., Richardson Bellows, Henry & Co., Group Attitudes Corp., Time, Inc., Reader's Digest, Standard Oil Company (N. J.), as well as persons from government foundations and universities.

## Part II—

### A Hartford Approach to Satisfaction in Retirement

When suddenly faced with forced retirement back in 1947, William Leonard of Hartford, who had been a cabinet maker, a manual training instructor, an engineer, designer and inventor, had a dream. After some 50 busy years of working at a number of interesting occupations and rearing his family, he could not bear the thought of just "doing nothing special" while waiting for his monthly stipend from Uncle Sam's Social Security bank account. In that dream he saw thousands of other men past middle life whose children had gone, and who, without a job and hobby, might well be sentenced to spend their golden years in aimless activity, seeking to overcome the depression of lonesomeness and of being no longer needed.

Drawing from his past experience, he saw the possibilities of creating a work and training center where groups of men, and women too, could be assisted in finding a happy and satisfying retirement through planned work and recreation. To make his dream come true he began canvassing businessmen in the greater Hartford area. By late 1949 he had started, with small financial assistance from businessmen, what he called Avocationers. Using his own workshop equipment and with the aid of other equipment loaned or given outright, he set up a workshop and started to enlist part-time teachers to give instructions to pre-retirees, as well as to retired persons, in woodworking, furniture repair and refinishing, upholstering and simple carpentry and several other lines of activity. In 1950 he incorporated as Avocationers Inc., and, later in 1952, found a centrally located headquarters of some 3,000 square feet on the second floor of 42 Allyn Street, where today, besides teaching the previously mentioned skills, instruction is being given in ceramics, art and gar-

dening. Instruction in other arts is also planned at such time as there is a sufficient demand.

In the new location Avocationers, Inc., under Mr. Leonard's direction, has divided the large room into sections. In the machine section there are band saws, circular and jig saws, wood turning lathes, a drill press, a molding machine, woodworking tools and equipment and ten benches for refinishing furniture. There is a fabrication and assembly area, a ceramics art and gadgets department, and one for gardening experiments and cabinet making. Other areas will be provided as the demand for new types of instruction requires.

Like any new concept of service, whether paid or free to the recipient, changes from Mr. Leonard's original idea have had to be made to meet practical problems of "running expense." Believing that every man and woman should develop an avocation as early in life as possible after 30, Mr. Leonard's original plan was as follows:

1. To recruit hobby trainees from the ranks of industry and business, anywhere from 5 to 20 years ahead of their retirement date, who would pay a very nominal amount for their lessons, either with or without a share of the cost being borne by the employer, depending on the policy of the employer.

2. To secure the cooperation of employers in recruiting pre-retirees and retirees to take advantage of the facilities provided by Avocationers, Inc.

3. To make it possible for retirees to add to their retirement incomes, when needed, by making and selling useful items after learning specific skills, or through doing repair work. The retiree could either work for someone else, set up his own shop, or work in Avocationers headquarters where his handiwork would be produced, placed on

(Continued on page 36)

# A Guide to Management Appraisal of Its Advertising

By ROLAND B. SMITH, Assistant Professor of Advertising  
The University of Connecticut

## Part II

### How Advertising Increases the Value of Products

**D**OES a consumer ever pay more for a product than he thinks it is worth to him? Will he ever knowingly pay more for an inferior product when a superior item is readily available at a lower price? Does it cost a consumer anything to switch brands? Why do people choose a known brand in preference to an unfamiliar brand, and pay a higher price for it, even when the products are essentially the same?

The answers to these and similar questions lie in an understanding of how consumers buy and how they set their values. Value is relative importance. We value most those things which promise most believably to satisfy our desires. Any product or service which we believe is a means to satisfaction thereby becomes important—it becomes valuable.

#### Products: Means to Satisfaction

This association between the means (product) and the satisfaction sought is established by information. The information—often presented as advertising—links a product with an unsatisfied desire, and usually shows in some way how the product is a means of fulfillment. Upon becoming aware of a product the consumer decides whether it will satisfy a latent or actual desire.

The amount of information need not always be great, and the form of presentation may vary considerably. An uncaptioned illustration showing a product in use by someone the consumer would emulate may be enough. Actually, the barest link of familiarity can be sufficient to tip the balance of consumer favor toward one product as against another he knows nothing about. Hence, advertising simply by acquainting the consumer with the product inclines him toward it and away from the unknown, unfamiliar brand. As between two known brands, the brand which through advertising



ROLAND B. SMITH

or other means is believed by the consumer to be most likely to give the greatest net satisfaction is usually favored.

In short, when a person sees advertising he is in a sense shopping; he is mentally walking up and down the aisles of a retail store. He sees items he didn't know existed. He sees products that seem better (or worse) than those he is familiar with. And all the while he mentally compares his wants, or lack feelings, with these items to see if the products "fit" his wants.

#### Comparison Not Always Rational

This comparison may be emotional or rational, or some of both. It may be deliberate as with a new automobile. It may be cursory as with a candy bar. A person may be emotionally attracted to a product (possibly because of its advertising) only to reject it on some rational ground, e.g. he can't afford it, he decides that some other brand or some other type of product will satisfy him more completely. Maybe he decides that the money in his pocket is more desirable.

On the other hand the prospect may

be emotionally cool toward a product, but he may think it would be "good for him," e.g. certain healthy foods, a serious book, an insurance policy.

This brings up a facet of advertising and selling not always fully appreciated by sellers: A sale results only after a consumer has become convinced that the value of the product to him is at least as great as is the "cost" he must pay (including price) to get it. A consumer never pays more for a product than he thinks it is worth to him. It follows then that it is up to advertising and selling to show fully what specific satisfactions the consumer can reasonably expect from his purchase. *Particularly should advertising and selling make as clear and as desirable what the consumer is to receive as it is to make clear what he must give up for it.*

#### Thinking Unpleasant

Without the support of a considerable emotional inclination toward the product, this evaluation, this mental effort of balancing pros and cons may be distasteful. This is because mental effort is not a popular form of sport. This suggests that an advertisement for a product of some consequence should be designed to arouse as much emotional drive as possible at first glance, before the copy launches into a serious argument of persuasion. This is especially true of products which do not enjoy a high level of interest per se: staples, in contrast to most luxuries. It also suggests that advertisements be easy to understand so as to minimize this kind of "cost."

#### Costs

The term "cost" stands for the forces that militate against buying:—mental effort, physical effort, and emotional strain. The price to be paid is not the only "cost" of buying. Deciding to buy or not to buy is a real question. People do not like to make decisions. As Dr. Ernest Dichter has remarked, "people want to be relieved from the 'misery of choice'." Notice how often we ask

someone else's advice about the most trivial matters. To make a decision is distasteful because it generally involves consequences. The greater or the more probable the consequences the more we tend to vacillate. Advice simplifies the process because the adviser automatically shoulders some of the responsibility for the consequences—at least in the eyes of the one seeking the advice. People much prefer holding someone else responsible. Moreover the advice may serve as a suggestion to act, thus cutting the Gordian knot of indecision. Advertising may serve this same function as an adviser. The trick is to provide the advice in such form that the prospect feels he is retaining his independence while at the same time he is receiving a suggestion to follow a particular form of action, and that the "advice" is not too obviously biased in favor of the advertiser.

Another "cost" is emotional strain. This includes the fear that a decision may be wrong; that the purchase may not prove as satisfying as anticipated; that friends may not approve; that the money may later be needed for some unforeseen necessity. It also includes the emotional conflict between what one wants to do, or buy, and what he thinks he ought to do, buy or not buy.

The buying process thus involves a sort of balancing of desires against "costs." This calculation may require some time or it may be almost instantaneous. In impulse buying, for example, the consequences of being wrong are taken to be insignificant. Therefore no serious consideration need be given. On the other hand, some purchases are made impulsively because the purchaser doesn't recognize the real "costs" or consequences. Indeed, under the pressure of the moment one may not "stop to think"; or, he may feel so optimistic or happy or so pressed by force of circumstances, that he deliberately turns his back on the "cost" side of the ledger and refuses to consider it. Goods offered for sale on boardwalks, at carnivals are often bought on such impulses. And, to some, the monetary outlay is not important because of wealth.

This provides a principle of buying: *the desire for a product must be at least equal to, (and preferably from a selling viewpoint, should be greater than) the "costs,"* otherwise the purchase will not be made. Translating this into a management guide it means that in advertising the desire intensity should be strengthened by benefits as much as pos-

sible, and the "costs" should be held to a minimum.

### Habit Helps and Hinders

Habit minimizes the "costs" of buying in that it makes many separate decisions unnecessary. We develop habits to avoid deciding in each case what we shall do,—which arm to put into the coat first, which brand of product to ask for. To form habits from a neutral position is relatively easy. To break a habit is difficult. Hence to break one habit and form another to replace it represents a real "cost." This is the type of "cost" that may hinder many consumers from switching brands. Some of the ways advertising can help reduce "costs" will be introduced at a later point in this series.

### Advertising Adds Value

Meanwhile, we have noted that when one desires a product so much that he chooses it in preference to other products and in preference to avoiding the "costs," (including saving his money), that product has value for him. Therefore, insofar as an advertisement can increase desire above the "costs" of buying, the advertisement has added value to the product. *Increasing the value of products is another primary objective of advertising.*

The price a consumer pays for a product is usually taken as an objective measure of value. That advertising can increase the value of goods has been demonstrated. Waite and Cassidy (*THE CONSUMER AND THE ECONOMIC ORDER*—McGraw-Hill Book Company, 1949, p. 286), compared the prices of 15 advertised grocery items with 15 similar goods not advertised. They made a similar comparison between the prices of 15 advertised and 15 unadvertised drug items. The results were that the prices of the advertised groceries averaged 38 percent higher; those for drugs 77 percent higher.

A demonstration conducted with 48 identical mattresses, half of which carried the regular Simmons label while the other 24 were fictitiously labeled "Dreamland" showed that customers preferred the known Simmons brand 15 to 1 over the unknown "Dreamland" at the same price. Even when the "Dreamland" brand was cut ten dollars below the Simmons price, customers still bought the known brand in a ratio of 14 to 13. (See *PRINTERS' INK*, Nov. 14, 1947, p. 33.)

In 1949 *TIDE* magazine reported a study by Stanley Harold Morgan (Feb.

4, 1949, p. 22), of the "Power of Advertising to Increase the Capital Value of an Enterprise." This study showed that the securities of firms well known through their advertising sold at substantially higher prices on the open market. More recently, G. D. Craine, Jr., reported in *ADVERTISING AGE* (Jan. 19, 1953) an instance in which two similar companies issued debentures through the same bank at about the same time. The interest rate charged one firm was higher than that charged the other firm. The explanation was that the "favored" firm had advertised extensively and was better known. Because it enjoyed a favorable commercial identity, the marketing of its debentures could be handled less expensively.

### How It's Done

Advertising can increase the value of products through its influence over the product itself and through its influence over the buyer. As for the product it is not unfair to say that products which are advertised are not the same products that would be produced were there no advertising. Advertising leads to product improvement. A firm may improve its product in order to have something to talk about in its advertising and selling. Secondly, the advertising of improvements by one firm stimulates the making of improvements by its competitors in their products. Hence, advertising leads to better and better products.

Moreover, advertising leads to improved packaging as well. Originally considered merely as a container, the package for many items has been developed into a convenient and useful dispenser. Numerous packages serve secondary functions after the original contents have been used. Almost all modern packages are salesmen for their contents. The attractiveness of these modern containers, their greater convenience, the economies made possible by better design arouse buyer desire (it is not unusual for products to be bought just to get the package), reduce the "costs" of buying, and thereby contribute to the value of the goods.

### Influence on Buyers

It has already been shown how advertising increases the value of products for buyers through making the product known, by giving it a commercial identity. In addition, advertising increases consumer valuation by fostering his reliance on known products. Advertising reduces the "costs" of buying by sup-

(Continued on page 50)



# Check

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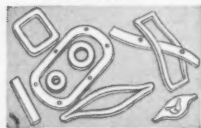
When you need cellular rubber—check with us—perhaps Spongex molded forms are the best answer for you.



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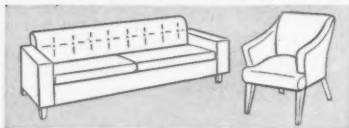
THE SPONGE RUBBER PRODUCTS COMPANY, 18 Derby Place, Shelton, Connecticut  
In Canada: Canadian Sponge Rubber Products, Ltd., Waterville, Quebec

INDUSTRIAL



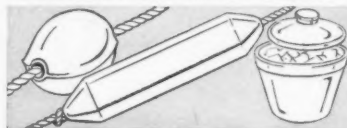
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UPHOLSTERY CUSHIONING



TEXTILE RUBBERIZED HAIR—TEXFOAM

SEINE FLOATS—BOAT FENDERS—ICE BUCKETS



CELLULAR PLASTIC

CARPET CUSHION



SPONGE RUBBER

# NEWS FORUM

This department includes a digest of news and comment about Connecticut Industry of interest to management and others desiring to follow industrial news and trends.

**DEXTER D. COFFIN**, president and director of C. H. Dexter & Sons, manufacturers of paper and paper products, Windsor Locks, has been appointed a director of the National Association of Manufacturers to fill the unexpired term of the late Frederic U. Conard.

Mr. Coffin is a director and trustee of many business and civic organizations, including the Hartford County Manufacturers Association, the Phoenix State Bank and Trust Co., First National Bank of Suffield, Windsor Locks Chamber of Commerce and the Windsor Locks Library Association.

★ ★ ★

**CARL McKELVY**, vice president in charge of production at Royal Type-writer Company, Hartford, has been elected to the company's board of directors. He replaces Charles D. Hills, Jr., International Telephone & Telegraph Co., who resigned to accept an assignment in the federal government.

Mr. McKelvy became plant manager in January 1953, and was elected a vice president in the same year. Prior to his post in Hartford, he was assistant to the president in New York.

★ ★ ★

**THE DISTINGUISHED SERVICE AWARD** of the Connecticut Junior Chamber of Commerce has been awarded to Charles H. Kaman, president of The Kaman Aircraft Corporation, Bloomfield. The presentation took place at the banquet climaxing the Connecticut "Jaycee" annual two-day convention in Cheshire recently.

Mr. Kaman was elected for the award in recognition of "his outstanding contribution to Connecticut in founding and guiding what has become one of Connecticut's leading industrial enterprises."

★ ★ ★

**SAMUEL SIMONOVITZ**, instructor

of the statistical quality control course conducted by the Hartford Society for Measurement and Control, Section of the American Society for Quality Control, is presently conducting a survey of the statistical quality control techniques used by manufacturing companies in the Hartford area.

The purposes of the survey are to determine the nature of the techniques now in use; to obtain a measure of suitability of each technique for specific categories of operations; to provide an appraisal of the efficiency of the various

## The Cover

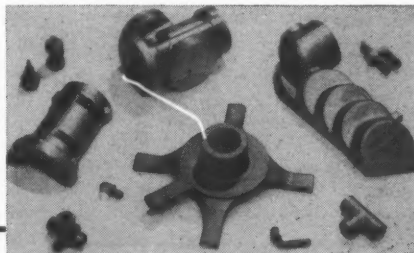


**THIS MONTH'S FRONT COVER** is a photo of an operator at the electronic console of an automatic helical coil spring machine made by Coulter & McKenzie Company, Bridgeport.

modifications of each basic technique; to make such findings available to members of the American Society for Quality Control to assist in the improvement of their techniques.

Companies interested in participating in the survey have been asked to send to Mr. Simonovitz, 120 Robin

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Road, West Hartford 7, copies of statistical quality control charts, lot plots, forms, instructions, together with a statement to identify the categories of operations for which they have been found to be most effective.



**ALFRED F. KACYNSKI**

**ALFRED F. KACYNSKI**, of Patton Drive, Cheshire, Connecticut, formerly in charge of public relations and publications activities, State Department of Education since 1949, joined the staff of the Association July 6, to fill the newly-created post of public relations director.

A native of Waterbury, Mr. Kacynski is a graduate of Crosby High School of that city and received a B.S. degree from Syracuse University in 1942. He also took special courses in business administration at New York University in 1945.

Prior to his association with the State Department of Education, Mr. Kacynski was engaged from 1946 to 1949 in public relations activities for the Associated Colleges of New York State, a private corporation, operating Sampson, Champlain and Mohawk Colleges. From 1946 to 1947 he assisted in organizing the public relations department at Champlain College and from 1947 to 1949 was director of public relations at Sampson College.

He was University Manager, College and School Service Department, for the New York Times in 1942 where he organized a news agency at Syracuse University to promote the use of the New York Times as classroom text material. From 1942 through 1945 he served in the United States Army Air Forces in Italy, North Africa, Sicily and South America.

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PRINCIPALS at conference on employee recreation at Hamilton Standard included, left to right: Albert H. Spinner, supervisor of employee activities, Armstrong Cork Co.; Edward McGrath, public relations director, U. S. Rubber Co., Naugatuck; Thomas Dillon, president, Connecticut YMCA Industrial Recreation Council; and John P. Sullivan, personnel manager, Hamilton Standard.

**EMPLOYEE RECREATION** in business and industry has come of age as an integral part of employee relations programs, according to Albert H. Spinner, supervisor of employee activities, Armstrong Cork Company. Mr. Spinner addressed a conference on employee recreation at Hamilton Standard Division of United Aircraft Corporation, Windsor Locks.

The conference, sponsored by the Connecticut YMCA Industrial Recreation Council, was attended by 125 personnel managers, recreation supervisors and others from industries throughout Connecticut.

"Hundreds of companies throughout the country have recognized employee recreation as a good human relations tool when properly used," Mr. Spinner said, "and one that is just as basic as any other employee service."

★ ★ ★

A NEW \$175,000 truck-freight ter-

minial for the New England Transportation Company was dedicated recently, with state and civic leaders participating in the ceremonies.

Located in East Hartford, the new terminal replaces the old freight terminal of the company at 190 Morgan St., Hartford. Designed to speed truck-freight movement throughout the metropolitan area, the new building is of island-type construction. This permits trucks to load and unload from both sides of freight platforms.

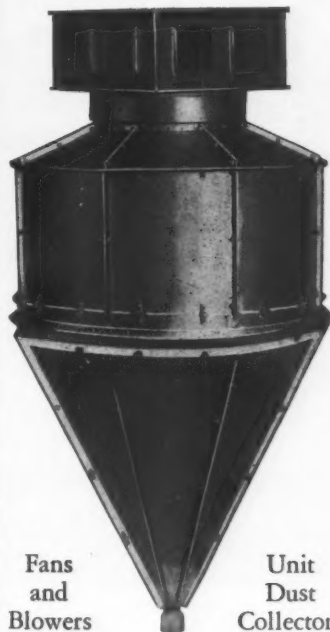
A new and unique feature of operations from the terminal will be a two-way radio communications system linking the headquarters with its trucks on the highways.

★ ★ ★

**PLANS FOR A** four million dollar expansion of plant and manufacturing facilities at the Cleveland, Ohio plant of Chase Brass & Copper Co., Waterbury, a subsidiary of Kennecott Cop-

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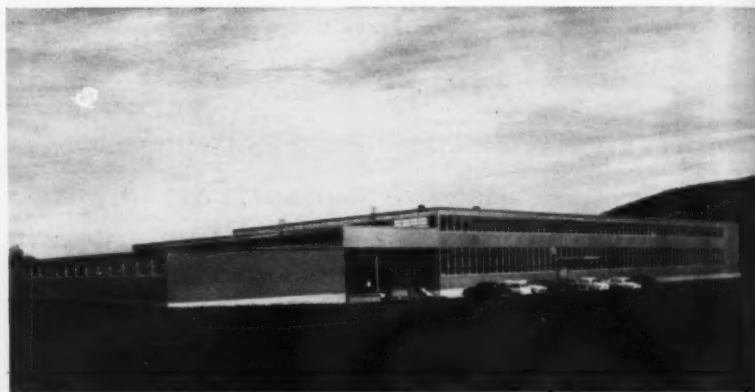
*Since 1934*

per Corporation, were announced recently by Richard C. Diehl, president of Chase.

Plans call for additions to present buildings as well as machinery and equipment necessary to effect an appreciable increase in tube production.

★ ★ ★

**THE HARTFORD SPECIAL MACHINERY COMPANY**, Hartford, has announced the opening of their new modern 44,000 square foot plant in Simsbury. According to Robert P. Merritt, president, this is the first step in a plan which will ultimately move the company's entire operation to Simsbury.



**HARTFORD SPECIAL MACHINERY COMPANY'S** new plant in Simsbury.

For the present the new building will be used as an assembly plant. The fabrication of parts and the main offices will continue at the present Hartford location.

Noted for its design and production of individual single purpose automatic drilling and tapping machines, Hartford Special Machinery Company also produces a well-known line of Super-Spacers and automatic thread rollers, in addition to its general contract machine work.

★ ★ ★

**DR. CHARLES C. BRAMBLE**, former director of research at the Naval Proving Ground, Dahlgren, Virginia, has been named to the technical staff of the Research and Development Division, Norden Laboratories Corp., White Plains, New York and Milford, Conn., Paul W. Adams, president, has announced.

In his capacity with Norden, Dr. Bramble will be a technical consultant in the fields of applied mathematics, mechanics, ballistics and computation. He will also be connected with tech-

nical coordination of major laboratory projects.

★ ★ ★

**TO ANSWER** the increasing demand for a "Pull-Push" rule with greater rigidity for unsupported overhead and horizontal measurements, Stanley Tools, New Britain, is now marketing an extra-wide (full  $\frac{3}{4}$ " ) extra-long 10 ft. tape with double-scale marking. Individually packed on a "True-View" card with clear plastic cover, the rule is removable for inspection.

The "D" shaped die-cast case has durable chromium plated finish. Add two inches for inside measurements.

The flexible-rigid steel blade is replaceable, has "no-glare" white finish, bold graduations and numbers.

★ ★ ★

**ROBERT W. STEWART** of Greenwich, former assistant works manager of the Bridgeport plant of Singer Manufacturing Company, was elected vice president of the company at a recent meeting of the board of directors.

Prior to his promotion he served as assistant vice president in the supervision of Singer factories at the New York office.

Mr. Stewart has served the company for more than 25 years. He is a graduate of Massachusetts Institute of Technology.

★ ★ ★

**THE CONNECTICUT DEPARTMENT OF AGRICULTURE** has recently published a list of dates and locations of agricultural fairs to be held in Connecticut this year. The schedule is as follows:

August 7-8—Windham County 4-H Fair, South Woodstock; August 13-14

—New Haven County 4-H Fair, Orange; August 20-21—Fairfield County 4-H Club Fair, Monroe; August 20-21-22—Middlesex County 4-H Fair, Durham; August 21—Hamburg Fair, Lyme; August 27-28—Litchfield County 4-H Fair, Warren; August 27-28—Tolland County 4-H Fair, Stafford Springs; August 28—Marlborough Grange Fair, Marlborough; August 28-29—Chester Fair, Chester; August 28-29—Hartford County 4-H Fair, Windsor Locks; September 3-4—New London County 4-H Fair, North Stonington; September 4-5-6—Goshen Fair, Goshen; September 4-5-6—Woodstock Fair, South Woodstock; September 6—Haddam Neck Fair, East Hampton; September 8-9—Wethersfield Grange Fair, Wethersfield; September 9-10-11-12—North Haven Fair, North Haven; September 10-11—Rocky Hill Grange Fair, Rocky Hill; September 11—Echo Grange Fair, Mansfield; September 11—Guilford-Madison Future Farmers Fair, Madison; September 11—Wapping Fair, Wapping; September 11-12—Bethlehem Fair, Bethlehem; September 17-18—Berlin Grange Fair, Berlin; September 17-18—Guilford Fair, Guilford; September 17-18—Meriden Grange Fair, Meriden; September 17-18—Norwich Grange Fair, Norwichtown; September 17-18—Wallingford Grange Fair, Wallingford; September 17-18-19—Brooklyn Fair, Brooklyn; September 18-19—Portland Agricultural Fair, Portland; September 18-19—Terryville Country Fair, Terryville; September 18-26—Eastern States Exposition, Springfield, Mass.; September 24-25-26—Durham Fair, Durham; September 28-29—Union Agricultural Society Fair, Hazardville; September 30, October 1-2-3—Stafford Fair, Stafford Springs; October 1-2-3—Berlin Fair, Berlin; October 2-3—Harwinton Fair, Harwinton; October 2-10—Danbury Fair, Danbury; October 9—Glastonbury Grange Fair, South Glastonbury; October 9-10—Riverton Fair, Riverton.

★ ★ ★

**F. ALBERT HAYES** has been named vice president of Bigelow-Sanford Carpet Company's special products division, it was announced recently by President James D. Wise.

Also announced was the appointment of William R. Murray as director of materials and purchasing, with headquarters in New York. George Romieu was named general purchasing agent with offices in Thompsonville.

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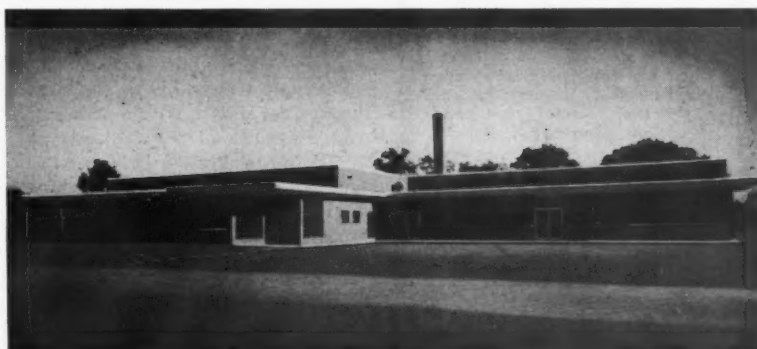
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**OLD TOWN** Inkless Duplicators will be manufactured by the Gray Manufacturing Co., makers of Audograph dictating equipment, it was announced recently by Old Town Corp., Brooklyn.

James H. McGraw, Jr., president of Old Town, manufacturer of carbons, ribbons and duplicating machines, said that the company expects to double its sales volume this year and expects Gray's production to help meet increased demand.

★ ★ ★

**STAINLESS STEEL**, in sheet, bar, wire and tube, has been added to the warehouse stocks of Chase Brass & Copper Co., a subsidiary of Kennecott Copper Corporation, according to an announcement made recently by Richard C. Diehl, president of Chase.

Under the plan, Chase will merchandise stainless steel from its 27 warehouses and sales offices across the country through an arrangement made with Crucible Steel Company of America, Pittsburgh, Pa.

★ ★ ★

**NEWLY PUBLISHED** by Storts Welding Company, Inc., Meriden, is a 24-page brochure on "Construction Materials for Corrosion Conditions," intended to be used as a general reference and guide, in the selection and use of various metals, alloys and organic linings, for service with numerous corrosive agents.

An introductory discussion explains some of the more important construction conditions and operating conditions which influence the rate and effectiveness of corrosive attack. In the following pages are concise discussions of stainless steels, nickel and nickel alloys, copper and copper alloys, lead and lead alloys, with compositions, properties and fabricating characteristics as well as ranges of corrosion service. Similar studies are presented covering rubber and certain plastic linings.

Illustrations have been selected to indicate the wide range of tanks, coils, ducts, and other fabrications which are commonly fabricated from the semi-precious metals or furnished with organic linings to check corrosive attack.

★ ★ ★

**REPRESENTATIVES** from the Industrial College of the Armed Forces recently toured The Armstrong Rubber Company in West Haven. The group observed the actual factory operations and laboratory facilities of the com-

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Short Runs — Long Runs

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pany which was chosen as one of the major industries to be visited during the college's annual field trip.

A joint Army, Navy and Air Force educational institution operating under the direction of the Joint Chiefs of Staff, the college is located at Fort Lesley J. McNair, Washington, D. C. Here selected officers of the Armed Forces are prepared for important command, staff and planning assignments within the Department of Defense and selected civilians prepare for economic mobilization assignments in government agencies.

★ ★ ★

**THE SKINNER CHUCK COMPANY** has announced that it will move its electric valve division from Norwalk to its plant in New Britain early in August.

According to Paul K. Rogers, Jr., president and treasurer, the consolidation of the valve division operations in New Britain is due to changes in business conditions. The valve division was acquired by the Skinner company in 1947.

★ ★ ★

**JOSEPH A. HALLISEY**, assistant treasurer and auditor of the Hartford Electric Light Company, died recently at his home in Wethersfield.

A veteran of almost 42 years with the Hartford Electric Light Company, Mr. Hallisey was elected assistant treasurer in August 1950 after long service in the supply and purchasing departments and in the auditing department, where he had served as auditor of disbursements.

In recognition of his work with the young people of Wethersfield, he received the Wethersfield Business and Civic Association Award in 1949 for his "understanding of the youth of the community, sense of responsibility and contribution to boys and parents."

A World War I veteran, he was a member of Bourne-Keeney Post, American Legion, of Wethersfield, and coached its Junior Legion baseball team for many years. He was also a member of the Wethersfield Business Men's Association and a member of its committee on junior baseball.

Mr. Hallisey is survived by his wife, two sons and one daughter.

★ ★ ★

**EDMUND B. SMITH**, publicity and advertising manager of Veeder-Root, Inc., and senior employee of the firm, died recently at his home.

Mr. Smith joined the company when

it was known as the Veeder Manufacturing Co., and was manufacturing bicycle cyclometers. As the firm branched out into other counting devices, it was Mr. Smith's job to meet businessmen who approached the company with new

ideas involving the use of Veeder counting and measuring devices.

Active in civic affairs, Mr. Smith was assistant treasurer of the Citizens Charter Committee, treasurer of the Connecticut Opera Association, a division

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**Practical . . .** The contributions paid by the employers and the employees, as the case may be, must be well within their ability to pay.

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**Profitable . . .** The plan must be profitable to the employees, for only then will they become enthusiastic about it. And the results of the plan must be sufficient to justify the employer's contribution.

**Sound . . .** There should be sufficient funds to guarantee the pension and in addition it must be actuarially sound to qualify for tax exemption.

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**The Connecticut Mutual**  
LIFE INSURANCE COMPANY · HARTFORD

chairman of the 1950 Red Cross drive, and a former member of the Hartford Golf Club. Mr. Smith is survived by his wife, one daughter, four sisters and two brothers.

★ ★ ★

**SIX SONS** of Pratt & Whitney Aircraft employees have been awarded the first of United Aircraft Scholarships for the study of engineering or an allied science at an accredited college or university of their choice.

The scholarship selection board, composed of three educators not connected with the company, named these recipients:

David E. Baldwin, William Hall High School, West Hartford, son of Fritz W. Baldwin, an inspector in the test department; Terry J. Chase, Suffield High School, Suffield, son of Edward W. Chase, a tester in the production test department; Robert D. Gordon, Glastonbury High School, Glastonbury, son of Albert F. Gordon, an

inspector in the assembly department; Edward J. LaMothe, Hartford Public High School, Hartford, son of Ovila A. LaMothe, an engine tester in the experimental test department; William W. Smith, Jr., East Hampton High School, East Hampton, son of William W. Smith, a foreman in the sheet metal department; James F. Springfield, East Greenwich High School, East Greenwich, Rhode Island, son of James B. Springfield, northeastern area service supervisor.

Four winners at other United Aircraft divisions will be announced later.

Each scholarship provides tuition and laboratory fees plus \$500 a year. Normally a recipient will hold his scholarship throughout the four or five years of his college course, provided that he maintains the current standards of scholastic accomplishment and of general conduct of the college and that he continues to pursue a course leading to a bachelor's degree in engineering or an allied science.

★ ★ ★

**JAMES MALARNEY** was recently elected a vice president and Anthony Patricelli was appointed general sales manager, of The Taylor & Greenough Company, advertising and sales consultants, Wethersfield, Conn.

Mr. Malarney joined Taylor & Greenough in 1948. In his new position he will serve as an account executive in the industrial field. He is a member and past president of the Connecticut Industrial Editors Association; a member of the International Council of Industrial Editors, The American Marketing Association and the Advertising Club of Hartford.

Mr. Patricelli, prior to joining The Taylor & Greenough Company, was general manager of the Auto Tire Corp., Hartford. He is a member of the Hartford City Club and The Avon Country Club.

★ ★ ★

**ENTHONE, INC.**, New Haven, has announced that it has granted a license to MacDermid, Incorporated, Waterbury, under the Springer and Meyer Patent No. 2,649,361 assigned to Enthone, Inc.

This patent covers a process for the non-electrolytic stripping of nickel and other metals. MacDermid, Incorporated is now licensed to sell compounds for use in this process.

★ ★ ★

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The Future," a project for fourth year architectural students at Massachusetts Institute of Technology, is creating considerable attention among textile leaders. The designers who have won awards from the National Association of Cotton Manufacturers, sponsor of the project, have recently been announced by the association.

Some twenty-five models were submitted to Professor Ralph Rapson of the Architectural School of M.I.T., who directed the project. Emphasis was placed upon imaginative and thought-provoking concepts that might suggest some future designs for textile mills located in New England.



THE JACOBS MODEL 96 collet chuck is shown holding work on surface grinder with magnetic chuck.

**MODEL 96 COLLET CHUCK**, produced by The Jacobs Manufacturing Company, West Hartford, is a brand new tool holding and work holding chuck which now permits the use of the famous Jacobs Rubber-Flex Collets on many different machine tools throughout the plant.

The new Model 96 is said to provide outstanding collet performance on grinders, milling machines, jig borers, jig grinders, lathes and various types of special machinery where a precise compact collet closure is desirable.

The chuck is normally used for gripping bright finished metal bars; but because the Rubber-Flex Collets used in the chuck have an unusual range of capacity, it is also adapted to hold resilient and compressible materials, such as rubber, plastic and wood.

★ ★ ★

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PRESIDENTS OF TWO nationally known Hartford companies trade gifts in the museum of Colt's Manufacturing Company. B. Franklin Conner, right, president of Colt's presents a single action revolver, one of the famous "Frontier" models, to Walter E. Ditmars, left, president of The Gray Manufacturing Company, makers of Audograph dictating equipment, as the latter hands him the microphone of an Audograph, which is seen below.

son Chemical Corporation—have recently announced merger plans.

Both firms have followed a program of increasing diversification of interests since their founding in the same year—1892. Their merger will bring

into being a corporation with about 40,000 employees and 59 separate plants, producing a wide range of products.

Olin is composed of nine operating divisions: Arms and Ammunition, Paper, Electrical, Explosives, Forest

Products, Metals, Film, Ramset (manufacturers of powder-actuated tools and fasteners), and the International Division.

Mathieson's operations fall within three broad classifications: basic industrial chemicals, agricultural chemicals, and pharmaceuticals and related products.

★ ★ ★

**THE NEW PROCESS LABORATORY** of the Farrel-Birmingham Co., Inc., Ansonia, was opened for public inspection recently.

On display were products of every day use which Farrel-Birmingham machinery helps to produce. Various machines used in manufacturing processes were also shown, and a sales engineer from the concern answered questions relating to each machine.

The laboratory is designed for use by manufacturers who wish to run tests to develop new products or new techniques for the processing of natural rubber, synthetic rubber and various plastics as well as many other materials.

The new facilities contain many modern Farrel-Birmingham units, in both laboratory and production sizes.

★ ★ ★

**JAMES MOFFATT**, vice president and manager of the Milford Crane and Machine Company, Milford, died recently.

A native of England, Mr. Moffatt has lived in the United States for 43 years. He is survived by his wife, a son, a brother, two sisters and two grandchildren.

★ ★ ★

**DIRECTORS** of The A. C. Gilbert Co., New Haven, have elected Alfred C. Gilbert to a new post of chairman of the board, and Alfred C. Gilbert, Jr., former secretary and treasurer, has been made president.

Herman L. Trisch has been moved from executive vice president to first vice president and assistant to the president. William J. Reuscher, formerly controller of the Hudson Motor Car Company, joined the company as secretary and treasurer-controller.

The new chairman of the board founded the company in 1909. Originally devoted to the manufacture of magic sets, The A. C. Gilbert Company now produces Erector sets, American Flyer trains and a wide variety of toys in addition to an expanding fan and electric appliance line.

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Precision Ground . . . Taper Pins . . . Dowel Pins

Our engineering staff is always available to furnish technical information relative to stainless and alloy steel products.

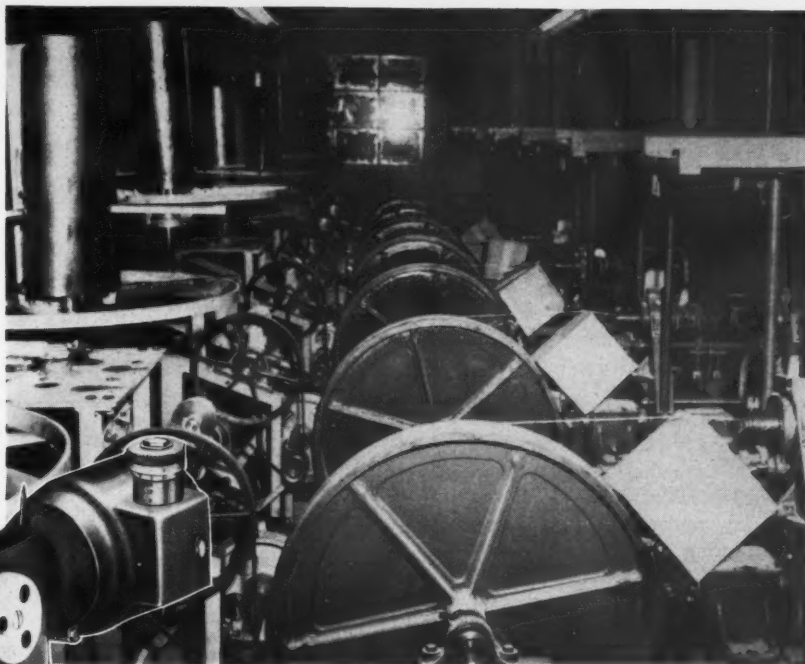
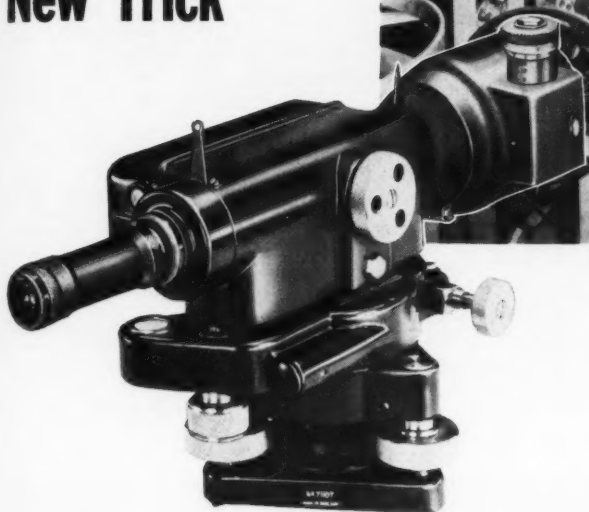
Write for "Stainless Steel" Bulletin



**BALDWIN**  
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130 HOMER STREET, WATERBURY, CONN.



# This Old Dog Has Learned a New Trick

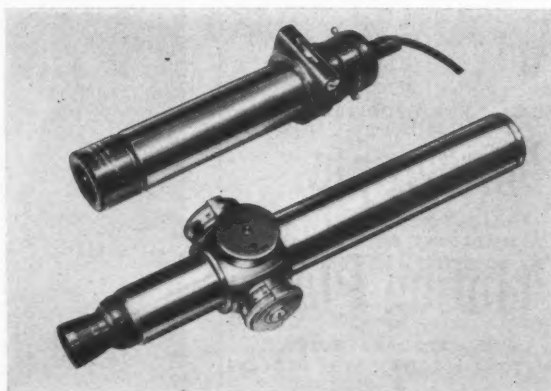


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When Roger Sherman engineers first used "Micro" alignment telescopes and microptic levels to set the machinery in the Newington, N. H., cable plant, operated by the Navy and Simplex Wire & Cable Co., they discovered that they had taken all the guess work out of setting machinery.

With the "Micro" telescope they can carry "sight" 300 ft. with a tolerance of one-half a thousandth.

Several skilled Roger Sherman mechanics are now trained to use these optical instruments. When setting any production machinery, Roger Sherman now uses "Optical Tooling."



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### National Sales Agency Seeks New Metal Product

Well-established Sales Agency, with headquarters in New England and 16 national sales offices, seeks an additional product to promote and sell to Metalworking Industry. All field engineers experienced in production, use and sale of metal parts. Successful record in marketing Powder Metal Parts, Permanent Mold and Investment Castings. Engineering and finishing facilities. Complete mailing list of engineers and purchasing agents, with full processing facilities for direct mail. Interested in reputable manufacturer who wishes to establish or rebuild marketing program. Box SA-42 *Connecticut Industry*.

A. C. Gilbert, Jr. has successfully been secretary, assistant treasurer and, since 1951, secretary-treasurer.

★ ★ ★

**THE TELEREGISTER CORPORATION**, of New York City, completed its move to Stamford recently. The company, which is this year celebrating its 25th anniversary, operates a coast-to-coast chain of electric stock quotation boards and also conducts an electronic development business in government and commercial fields. All operations, with the exception of quotation board transmitting, maintenance and commercial staff, have been moved to Stamford.

Teleregister has leased 50,000 square feet of shop, laboratory and office space at 425 Fairfield Avenue, and will employ approximately 200 persons, according to Robert Daine, president of the corporation.

★ ★ ★

**GOVERNOR LODGE** in his proclamation setting the week of May 16th as "New England Textile Week" said, in part, "Textiles have for many years formed a significant part of our regional economy."

"Connecticut," he said, "has 15 cot-

ton and synthetic mills with a capacity of 378,000 spindles, employs nearly 9,000 workers in this line of textile production." He pointed out that the annual payroll of New England's cotton and synthetic textile industry is almost 200 million dollars, with production in a yearly total of over a billion yards.

The proclamation, which also saluted those textile firms which "are meeting a stimulating challenge in the same resourceful spirit which, over the years, has gained leadership for our region," was given to highlight the One Hundredth Anniversary of the National Association of Cotton Manufacturers, the oldest trade organization in America, which comprises some 62 cotton and synthetic mills in six New England states.

Connecticut textile leaders who assisted N.A.C.M. in its Centennial celebration were: William W. Allan, president and treasurer, Baltic Mills, Baltic; Arthur B. Barnes, president and treasurer, Ponemah Mills, Taftville; James A. Coffey, manager, Grosvenor-Dale Co., Inc., Grosvenor-Dale; Ward Cheney, president, and H. R. Mallory, executive vice president, Cheney Bros., Manchester, and George H. Jackson, president, Powdrell & Alexander, Inc., Danielson.

### FOR SALES PROMOTION AND ADVERTISING

**Art**

ILLUSTRATING • LAYOUT  
LETTERING  
RETOUCHING  
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PHOTOS FOR ADVERTISING  
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**THE GRAPHIC  
ARTS CO.**

172 HIGH STREET  
HARTFORD, CONN.

SERVING CONNECTICUT  
INDUSTRIES SINCE 1904



GOVERNOR JOHN LODGE signing official proclamation of May 16-22 as "New England Textile Week" in honor of the 100th anniversary of the National Association of Cotton Manufacturers. Show with the Governor are left to right: Horace B. Learned, vice president, Cheney Brothers, Manchester, and Arthur B. Barnes, president-treasurer, Ponemah Mills, Taftville.

**SCOVILL MANUFACTURING CO.**, America's oldest brass firm, is employing something new in its plant identification program . . . its signs are "doubling in brass." In what is believed to be the first extensive program of its kind, the company is using a four point approach to tell area citizens and visitors what it makes, and also to identify its various buildings



TYPICAL poster billboard used by Scovill for plant and product identification.



"V" SIGNS erected on the side of one of Scovill's manufacturing departments.

which stretch out over a mile along the east side of Waterbury.

To accomplish its goal, Scovill has installed semi-spectacular 24-sheet billboards; illuminated painted bulletin displays, "V" type panels and painted wall signs on its buildings.

★ ★ ★

A UNIQUE, new industrial X-ray unit, just developed by the General

Electric Company's X-Ray Department in Milwaukee, is about to begin one of its first jobs at Acme Welding, division of The United Tool & Die Company, West Hartford.

According to G. A. Firestone, Acme's general manager, this new unit, the Resotron 250, will open the door to a new era of industrial X-ray application. Standards of quality control higher than ever before will be possible

## *Kill Two Birds With One Stone*

You Can Now Order From One Supplier At One Time With One Phone Call ALL  
Your Jig & Fixture Parts And Drill Bushings

**West Point Manufacturing Company    Universal Engineering Company**

Clamps and Fixture Parts

Drill Bushings

Select and Buy These Two Leaders and Get The Very Best in Quality and Service  
By Contacting The

**NICKSON TOOL SALES COMPANY**

94 Broadway North Haven, Connecticut

Phone CEdar 9-0574

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## Kill the ROOTS and you kill the WEEDS!

DOLGE WEED-KILLERS, sprayed in economical solution, work down to the roots—the ONLY way of destroying noxious plant life.

### DOLGE 55 WEED-KILLER

Where NO vegetation is desired . . . on walks, drives, areas close to buildings. Tends to sterilize the soil so that wind-blown seeds cannot germinate.

### DOLGE E.W.T. 40- 2, 4-D SELECTIVE WEED-KILLER

Will not harm good lawn grasses, but kills broad-leaved noxious plants in turf.

Write for Dolge booklet on chemical weed control, and see your DOLGE SERVICE MAN for practical weed control advice.

*Dependable*  
**DOLGE**  
WESTPORT, CONNECTICUT

## BARNEY'S EQUIPS GRAY MFG. CO. BOARD ROOM



Above: Handsome table and chairs installed by Barney's for the Directors' Room of Gray Mfg. Co. Would you like to see photos of Barney's other installations for leading Connecticut companies? Write or phone. Our representative will call without obligation.

**Barney's**  
OF HARTFORD

OFFICE FURNITURE—SHOP EQUIPMENT  
450 Front St. Phone JACKSON 2-6221  
Established 1930

in the manufacture of pressure vessels and weldments of all kinds.

The improvement is said to be due to the fact that Resotron 250, while able to deliver 250 volts, is really portable. The interiors of fabricated structures previously accessible with great difficulty, if at all, to conventional X-ray equipment, can now be reached easily and quickly.

★ ★ ★



LORING K. MACY

LORING K. MACY, director of the Bureau of Foreign Commerce, U. S. Department of Commerce, was the guest speaker at the last dinner meeting of the Foreign Trade Committee of the Manufacturers Association of Connecticut, held recently at the City Club, Hartford. His topic was "Our Export Markets."

★ ★ ★

ARNOLD O. FREAS, JR., director of industrial relations at the Ensign-Bickford Company, Simsbury, has been presented the Award of Merit of the Research Institute of America. A citation was presented to the company. The award was given for communications techniques developed by the company in connection with its pension program.

★ ★ ★

FORTY-TWO long-time employees of Jenkins Bros., Bridgeport, were honored at the 28th annual Veteran League banquet attended by nearly 200 persons recently at the Stratfield Hotel. The affair was conducted in observance of the company's 90th anniversary.

Alfred J. Yardley, president of Jenkins Bros., extended greetings to the group and paid tribute to the reliability of the veteran workers and their participation in the company's progress.

★ ★ ★

RICHARD L. ALLEN, general sales manager of the Bridgeport Brass Company, Bridgeport, was named vice president in charge of sales at the annual meeting of the company's board of directors, it was announced by Herman W. Steinkraus, president and general manager.

Mr. Allen joined Bridgeport Brass in 1937 as a salesman in the New York office. In 1940 he was assigned to the Chicago office and in 1944 was made assistant district manager of the Chicago Branch. In 1948 he became western division manager, with headquarters in Indianapolis, and in 1950 he was brought to Bridgeport as assistant sales manager.

★ ★ ★

STEFAN L. GRAPNEL, chief engineer of Belding, Heminway Corticelli, Putnam, and a member of the Research Institute of America's Associate Member Division, has won the Institute's annual Award for Merit for his "contribution to executive skills" in 1953.

Mr. Grapnel is one of 111 executives from a membership of some 80,000 to whom the award of merit was presented. The presentation of the bronze medallion was made by Hugh L. Smith, manager of the Institute's Associate Member Division.

★ ★ ★

THE RETIREMENT of Joseph G. Reid, an employee of the Torrington Branch of the American Brass Company for half a century, was announced recently. Mr. Reid has been general foreman in charge of the plant's Tube Department for over 31 years.

Mr. Reid entered the employ of the American Brass Co. in 1902 while still attending school. He was made general foreman of the Tube Department in 1922.

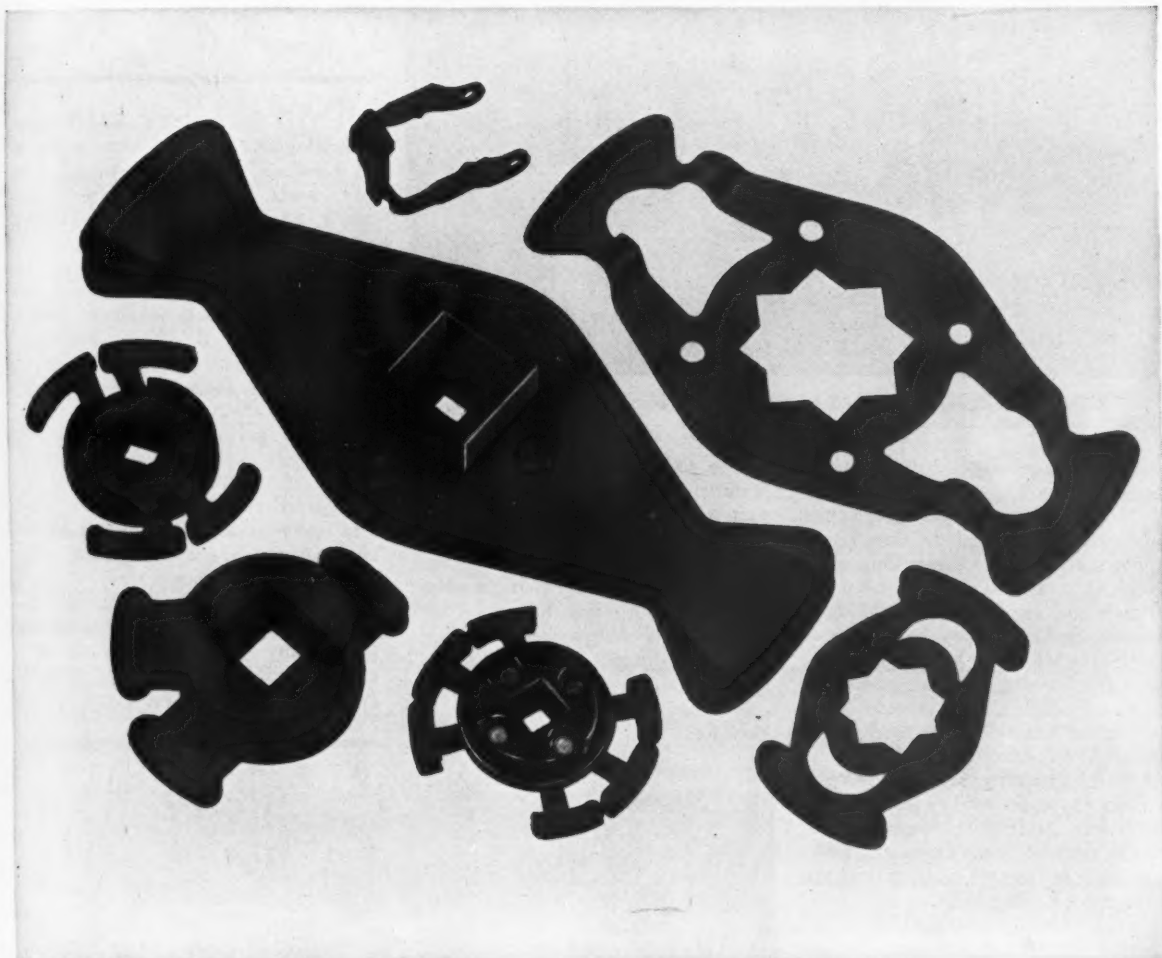
★ ★ ★

INDUSTRIAL AND BUSINESS executives from four states recently paid tribute to Stephen P. Hackley, retiring head of the Industrial Division of the Connecticut Development Com-



# FOR **LONG LIFE** IN SWITCH CONTACTS

## Use Phosphor Bronze by Seymour



**ELECTRICAL PROPERTIES** — Best conductivity for equal strength of any of the non-precipitation hardenable alloys. All Seymour Phosphor Bronzes are non-magnetic.

**FATIGUE RESISTANCE** — Seymour Phosphor Bronze is noted for sustained resilience under almost endless fatigue cycles. Tensile strengths run as high as 120,000 psi.

**CORROSION RESISTANCE** — For all practical purposes, Seymour Phosphor Bronze resists corrosion in the same order as pure copper. This, plus great strength and ductility, makes it ideal for parts subject to corrosive action.

**EASE OF FABRICATION** — Seymour Phosphor Bronze has excellent physical properties for drawing, forming, and stamping. Suitable tempers are available for almost any requirement.

**TECHNICAL DATA BOOK** — Write for your copy of our newly printed Technical Data Book, which gives full information on Seymour Phosphor Bronze and Nickel Silver.

NONFERROUS ALLOYS  
SINCE 1878



**THE SEYMOUR MANUFACTURING COMPANY • SEYMOUR, CONN.**



A FEW of the Connecticut industrial editors who attended the conference.

mission at a testimonial dinner at the Stratfield Hotel.

Mr. Hackley, who has been named manager of industrial development of the Bridgeport Chamber of Commerce, received a diamond ring from his friends and associates in the fields of industry and business.

Mr. Hackley, who became associated with the Development Commission in 1940 as Fairfield County representative, has served since 1948 as head of the Commission's industrial department. A native of Brooklyn, Mr. Hackley previously was associated in sales capacities with three Bridgeport industrial firms, the Bridgeport Brass Company, Belknap Manufacturing Company, and the Bridgeport Rolling Mills.

★ ★ ★

**THE ANNUAL** Connecticut-Massachusetts Industrial Editor's Conference held recently at the Stratfield Hotel, Bridgeport, was attended by more than 100 editors from New England.

Preceding the series of meetings and workshops, a tour of the Conde Nast Publishing Company in Greenwich was made by many of those present, led by Tony Wilan, editor of Conde Nast's *Print Patter*, and past president of CIEA.

The tour was followed by a reception and banquet addressed by Howard Whitman, a noted free lance writer.

necticut members Audrey Heusser, Arthur Johnson and Ken Tuttle, and Betty Buchan, Riley Hampton and Addie Embree of the Massachusetts Industrial Editors Association.

O. L. FitzRandolph, MIEA president, presided at the final luncheon session. C. B. Larrabee, president, Printers' Ink, James Payne, managing editor, Steelways, and John E. Davis, ICIE president, were speakers.

ON THE OPPOSITE PAGE is a compilation showing the amount of time an employee earning \$60 per week take-home pay must work to make up for lost time while "on strike" to secure increases of anywhere from 2¢ to 10¢ per hour. This abbreviated type of strike cost computer, taken from a more detailed computer originally developed and published in pamphlet form by the Bridgeport Manufacturers Association, has been given wide distribution by industrial employers in a number of states. Any employer desiring to distribute the strike cost and other statistics contained on the opposite page, either as a page in its employee magazine, or as a separate page for distribution direct to employees by mail or at the plant, may reproduce it without a credit line to *Connecticut Industry*.

The second day of the conference featured a fellowship breakfast, a workshop session under the direction of Hal Wilson, MIEA Conference chairman; a photography workshop at which Stanford Calderwood, advertising manager of Polaroid Corp. was the speaker with a layout and design workshop highlighted by Joseph J. Fannell, Fannell Studio, Boston.

A panel discussion on "What Do You Read and Why" featured Con-



AT THE EDITORS CONFERENCE, left to right, O. L. FitzRandolph, president, MIEA, John E. Davis, past president, ICIE, James Payne, Managing editor, Steelways; Marilyn Acton, president, CIEA.

Worth

Thinking

About

## HOW MUCH DOES A STRIKE COST YOU?

If you are an employee in a manufacturing firm who takes home (after all deductions) \$60 a week, and...

IF THE STRIKE LASTS <b>1</b> WEEK	and your hourly gain is...	2¢	4¢	6¢	8¢	10¢
	...it will take you...	1 Year and 24 Weeks	38 Weeks	25 Weeks	19 Weeks	15 Weeks
	TO MAKE UP FOR THE PAY YOU LOST.					

IF THE STRIKE LASTS <b>4</b> WEEKS (1 MONTH)	and your hourly gain is...	2¢	4¢	6¢	8¢	10¢
	...it will take you...	5 Years and 45 Weeks	2 Years and 48 Weeks	1 Year and 49 Weeks	1 Year and 24 Weeks	1 Year and 8 Weeks
	TO MAKE UP FOR THE PAY YOU LOST.					

IF THE STRIKE LASTS <b>10</b> WEEKS (2½ MONTHS)	and your hourly gain is...	2¢	4¢	6¢	8¢	10¢
	...it will take you...	14 Years and 34 Weeks	7 Years and 17 Weeks	4 Years and 9 Weeks	3 Years and 34 Weeks	2 Years and 48 Weeks
	TO MAKE UP FOR THE PAY YOU LOST.					

With so much at stake for you and your family, you may find a new meaning in the TAFT-HARTLEY law.

- In 1946 (before Taft-Hartley), there were 116,000,000 man-days lost through strikes.  
In 1953 (after six years of Taft-Hartley), man-days lost through strikes had been reduced to 24,000,000.
- At the same time, average weekly wages in industry rose from \$43.82 in 1946 to \$71.52 in 1953.

*Before you judge Taft-Hartley,*

**EXAMINE HOW THE LAW HAS BENEFITED YOU**



**HEAVY OR LIGHT, TOUGH OR FRAGILE, BIG OR SMALL . . . your product is safest in a Wittstein Container.** Call

**JACK WITTSTEIN**  
Box 1348, 56 Church Street  
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## STEEL CASTINGS

From an ounce to  
1000 lbs. each.

Try us for fast  
delivery when your  
needs are urgent.

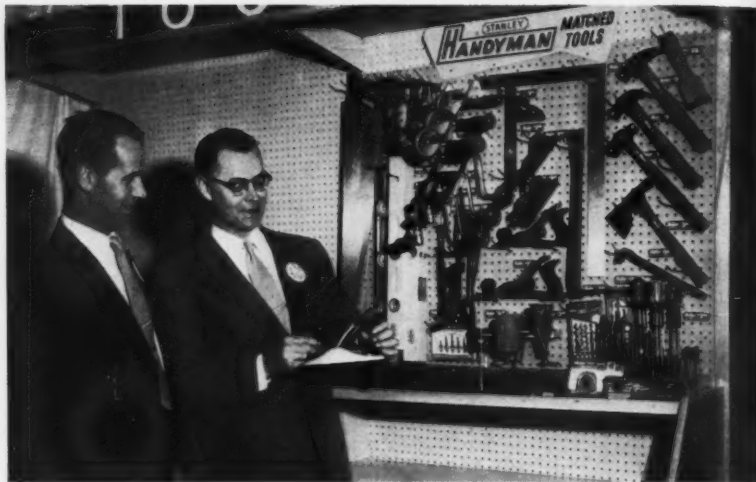
THE  
**NUTMEG CRUCIBLE STEEL**  
COMPANY  
BRANFORD CONNECTICUT

Ideas Surveys  Plans Promotions

**RICHARD S.**  
 **WINSHIP**   
NEWTOWN, CONN.

★

*Sales and  
Merchandising  
Consultant*



SPORTING NEW TIES and lapel buttons branded "Stanley Handyman," H. C. Pease, vice president in charge of the Stanley Tools Division, and C. K. Freedell, general sales manager, check a Stanley Handyman plane. Four foot panel displaying new line fits standard IRHA wall fixture, as well as dealer-built set-ups.

## Our Aging Population

(Continued from page 15)

display and sold, or where he would merely work for a nominal hourly wage doing repair or new work taken on order by Avocationers, Inc.

Thus far the work being done is largely of the furniture repair type being taken on contract by Avocationers, Inc., with the trained retirees doing the actual work.

Mr. Leonard states, "We are not competing with other agencies in a bid for financial support whose agencies are doing a wonderful job for older people along social lines. So far as we know, there is no enterprise in Hartford which is interested in giving older people who desire to work a chance to earn money and an opportunity to develop a profitable hobby at the same time. At present our main source of income is from repairing and refinishing of all kinds of furniture."

With such facilities available in the greater Hartford area, the greatest needs are for their greater utilization by both pre-retirees and those who have retired, as well as for some regular modest financing from the Hartford business community.

This can be done, Mr. Leonard feels, if Greater Hartford industrial companies and other business establishments will advise their employees several years ahead of retirement, and also recent and current retirees, of the availability of the training offered by Avocationers, Inc., as well as making nominal and regular annual contributions outright, or through partial or entire payment for the training of their employees. Eventually, Mr. Leonard believes, the project can be self-supporting through the products produced.

Individuals interested in becoming volunteer instructors, in taking training and in having furniture repaired, or companies desiring to consider fuller cooperation with the project, may contact Mr. Leonard at CHapel 7-5841 during the day, or call upon him at the headquarters of Avocationers, Inc., on the second floor, 42 Allyn Street.

Officers of Avocationers, Inc. are: Charles A. Warner, partner of Warner-Budds Co., 410 Asylum Street, Hartford, president; Vice Presidents, Lee S. Johnson, and L. U. Grannertino, president and treasurer, Bell Pump Service, Hartford; secretary Ernest L. McCutcheon, partner, McCutcheon and Burr, 111 Pearl St., Hartford; and Leo P. Begley, former Hartford general manager of International Correspondence Schools, Hartford (now retired). William W. Leonard of Hartford is general manager.





# TO THE INGENUOUS

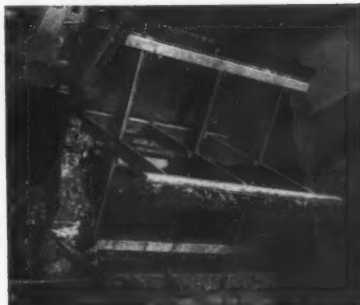
Not familiar with this

## NEW INDUSTRIAL TOOL

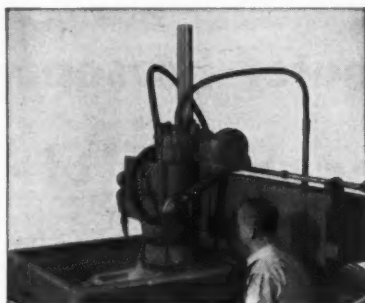
**Free Sample of Fullergript Brush Strip**

**What problems can you solve by adapting  
Fullergript to your equipment?**

This brush strip can be coiled or twisted into numerous shapes. It can be formed to give intermittent or continuous brushing action. It adapts to stationary or power driven applications. How it may help *you* is a matter of your own



**Recovering 1000 Pounds of Raw  
Wool Each Week from Sewer**



**Splash Guard on Vertical Grinder**

ingenuity — plus the services of the Fuller Brush Engineering Dept. Find out what Fullergript can do by sending for a sample strip. We will also send a booklet showing its versatility. Simply write us.

**INDUSTRIAL**



**DIVISION**

3591 MAIN STREET • HARTFORD 2, CONN.

**Power driven brushes, Factory & Institutional cleaning tools, Waxes & Detergents**

**SIMPLY MAIL TODAY**

THE FULLER BRUSH CO., INDUSTRIAL DIV.  
3591 Main St., Hartford 2, Conn.

Please send me without cost or obligation a short strip of Fullergript  
— and tell me how it cuts costs when used as a machine component.

Name \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



# MICHIGAN

## Tractor Shovels

**Fast, rugged, powerful . . . Heavier in weight and with greater horsepower than any tractor shovels of comparable capacity**

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***The New Sensation in Front End Loaders***

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## TYLER EQUIPMENT CORP.

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East Longmeadow, Mass.  
Tel LAurel 5-3375

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Plantsville, Conn.  
Tel. Southington 8-7331



## INDUSTRIAL DEVELOPMENT

By L. M. BINGHAM

Secretary

As George T. Trundle, Jr., management consultant, of Cleveland, Ohio, stated recently, "men are unemployed because companies do not have orders. The solution to unemployment is good salesmanship."

Sounds trite and obvious, doesn't it? Yet it is a truth that too many people, including management and consumers, frequently treat too lightly or garble its meaning entirely.

As Mr. Trundle further observes, "How long is it going to take us to realize that about all that has been the matter with business, since the Korean 'shot in the arm' wore off, has been that we either have forgotten how to sell, or we have become too lazy to work at it? There's plenty of money. Bankers have been lowering interest rates, hoping more people will use it. Unemployment has increased to a very limited extent; men laid off get unemployment compensation and old people get pensions. The public has plenty of purchasing power. . . . It has become obvious that there is nothing wrong with our basic economy, and we can look forward with confidence. We are back once more in a competitive situation which is normal in America in peacetime, and which spells opportunity for the companies who know how to take advantage of it."

For those companies who are rolling up their sleeves and going to work in earnest to train new salesmen and retrain the older ones, streamlining for efficiency their marketing methods and revamping their mailing lists to do a better direct sales promotion job to back up the efforts of their sales force, we suggest that a small pamphlet recently published by the Library of the Chamber of Commerce of the United States, Washington, D. C., entitled "State Industrial Directories" may be of great assistance. This directory lists the publishers and prices of the various directories of manufacturing establish-

ments in 46 states and three regional directories as well.

The Business Library, Public Library of Newark, New Jersey, 34 Commerce Street, Newark 1, New Jersey, has also published three leaflets entitled "Selected Business Directories" which give directions as to where to look up a trade name, who manufactures a product or discover the names of the officers of a certain corporation. The price of this directory finder is 50 cents.

Incidentally, Thomas' Register of American Manufacturers, covering manufacturers in the United States, and the Directory of New England Manufacturers, published by the George D. Hall Company, of Boston, are the directories your Association refers to for the most part, to locate manufacturers of certain products, names of certain key executives and trade marks. These directories are usually on file at the business branches of libraries in most of the larger industrial cities. Numerous other directories and names of still others are usually available also at these business branch libraries.

### Connecticut—Parent of American Salesmanship

It will be recalled that Connecticut's growth as a colony and later as a state was largely due to the early salesmanship of the so-called "Yankee Peddlers" and daring sea-faring traders who introduced Connecticut-made products to most countries of the world. It was their dramatization of the ingenious products made here that created an ever-increasing demand for them, thus creating factory and employment expansion in the infant one-room shops until they became sizeable enterprises forming the sturdy foundations of our leading metal working corporations of today.

Marketing methods have undergone a transition since the Civil War, passing through the "hearty, well met, have-a-cigar, story telling" era to the present

seriousminded "how can I serve you" sales engineer type. Although our larger companies, and many not so large, are utilizing the latest sales recruiting training and marketing techniques, it has been the observation of many competent observers that the greatest weakness of Connecticut industries today lies in the marketing area. This weak spot is not peculiar to Connecticut, but it is also prevalent in many companies throughout the country. Largely because of the prevalence of a sellers' market for most of the years since 1940, it is easily seen why Connecticut, with its greater over-all know-how in the production of war goods and its enjoyment of the greatest per capita share of government orders, may be more vulnerable to this marketing weakness than companies in other areas who have been forced to do more selling of commercial products throughout the war-time and defense build-up periods. With government procurement men and prime contractors bidding for plant capacity operations of our plants, large and small, it is little wonder that today many former sub-contractors, who have either developed or bought products for the industrial construction or home consumer markets, are faced

### *Mere payment of premiums does not insure*

● It is easy to buy fire insurance but difficult to prove a loss.

When fire occurs you must be able to prove what you lost and its cash value.

With Continuous American Appraisal Service, you will always be prepared.

**The AMERICAN APPRAISAL**



**Company**

*Over Fifty Years of Service*  
OFFICES IN PRINCIPAL CITIES

with the new dilemma of setting up a satisfactory marketing organization capable of moving their potential volume of manufactured goods into the hands of consumers. It is difficult enough for the large corporation to rebuild its one-time, efficiently functioning, nation-wide sales organization which, during the war years, was depleted to a skeleton force, but for companies who have previously sold their output to a few large customers, largely

in Connecticut, the problem is more formidable.

Fear of the unknown plagues both the company with an old line, that needs new products to employ its facilities profitably, as well as the company with literally no experience in marketing except to sell a few large manufacturers component parts for its products or the tools for making them.

Although the all-important job of setting up a marketing organization is

a difficult one, it is no more difficult than many other mechanical feats performed by Connecticut industries during their war-time experiences. It merely requires caution, fact finding, checking and rechecking of market potentials, outlets best adaptable to reaching potential consumers, and aggressive sales promotion and proper follow up and servicing—all to establish one's product in the market.

An excellent sales tool to help both the neophyte and the experienced marketer as well is the "Sales Promotion Handbook" a 1104 page volume covering instructional data on practically every phase of marketing. It is published by the Dartnell Corporation, Chicago, Illinois, and is available on written order at \$7.50 per copy. While the Association cannot undertake to act as full-fledged consultants in the marketing field, its Industrial Development Department is frequently able to give helpful guidance in finding the answers to marketing problems.



*Now Available for  
Group Enrollment*

## New CMS PREFERRED CONTRACT

*with increased*

- surgical benefits
- in-hospital medical benefits


*and the new*

- diagnostic X-ray benefits

This explanatory folder has been mailed to all CMS group leaders. Has your group taken advantage of this offer? If not, the card *should* be returned *soon* so that your members become eligible for the increased benefits without delay.

If your group is not yet CMS, information on the Preferred Contract is yours for the asking. Just clip this advertisement to your letterhead and mail it to CMS.



*The Blue Shield Plan*  *for Connecticut*  
**CONNECTICUT MEDICAL SERVICE, INC.**  
SPONSORED BY THE CONNECTICUT STATE MEDICAL SOCIETY  
205 WHITNEY AVENUE, P. O. BOX 1930 • NEW HAVEN 9, CONNECTICUT

### Overseas Market Investigation

*(Continued from page 12)*

to make sure that any patents he holds on his products are duly protected. He will also arrange for registration of his trade-mark in order to prevent the possibility that someone else in that area may register it. Unfortunately, piracy of trade-marks is not uncommon in a number of countries. Finally the exporter will do well to determine possibly through the nearest consulate of the country involved if there are any specific regulations about the mark of origin of imported goods. The chances are that his standard marking may be satisfactory or a slight change, involving little expense may meet the requirements.

To round out the picture on a market the exporter also needs information on such subjects as the cultural level and standard of living of the people, the political system, the economy, including the balance of payments as well as the geography and climate. He should know something about the extent of the network of railroads, and highways of the nation that are available to the chief distributing centers, how many telephone subscribers there are as well as the occupations and tastes of the people he will be trying to please.



# Leading Connecticut Steel User Singles out DETROIT STEEL for EXCEPTIONAL PERFORMANCE

Thank you very much for your letter of January 12th. We at [redacted] are very pleased with the services extended us and the pleasant relationship enjoyed with your Sales Department and entire plant personnel ever since the plant was put into operation.

I do want to take this opportunity to congratulate your concern on the production and mill scheduling system. You can't imagine how much it means to [redacted] and myself to be able to call up and receive a prompt answer as to when we may expect an item. With the exception of your concern, it seems the tradition of the steel companies is to keep customers in confusion for several days, whenever any delivery information is required.

This is a copy of the body of a letter (with personalities omitted) received from one of our customers

In putting this letter "in evidence" we don't mean to infer that when you buy your strip from us, we'll always bat 1,000 percent. What we do say is that you will generally find our batting averages on quality and performance at or near the top in the steelmakers league, season after season.

But, what this customer has to say about our product and performance is significant...

The company is probably the world leader in their field. They are one of the more important steel users in the East. They have been buying Detroit Steel strip right along since 1949 as the letter indicates.

*As we are so near you,  
come and see how we make DSC steel  
strip . . . from the "hot bands" right to  
the finished product. Just 'phone  
and we'll make a date with you.*

Why not try us out? We honestly believe you, too, will like the way we work for and with you on made-to-order steel strip. Say the word and one of us will come to see you.



## DETROIT STEEL CORPORATION

EASTERN MILL DIVISION

Producers of Cold Rolled Carbon Steel Strip

PLANT AND GENERAL OFFICE

2061 State Street, Hamden (New Haven 7), Connecticut—Telephone State 7-5781

DISTRICT SALES OFFICES

507 Main Street, Worcester 8, Mass.—250 W. 57th Street, New York 19, N.Y.

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# GLASS FIBER PRODUCTS

## offer **NEW OPPORTUNITIES** for Connecticut's Industries

Today, half of the working population is engaged in either making or selling things unheard of at the turn of the century. Glass fiber is one of these products and it is closely allied with other fast-growing industries.

Connecticut, with its technological background and trained labor, encourages manufacture of glass fiber products. Yankee inventiveness and ingenuity could adapt glass fibers to manufacture which is already mature in Connecticut.

Increasing demand is developing for decorative draperies, curtains and industrial fabrics. Already it is being used extensively for thermal and acoustical insulation, as reinforcement for plastics, for cordage and as filter, padding or filling material.

Other industries have found uses for glass fibers and they have made automobile bodies, boats, and small buildings.

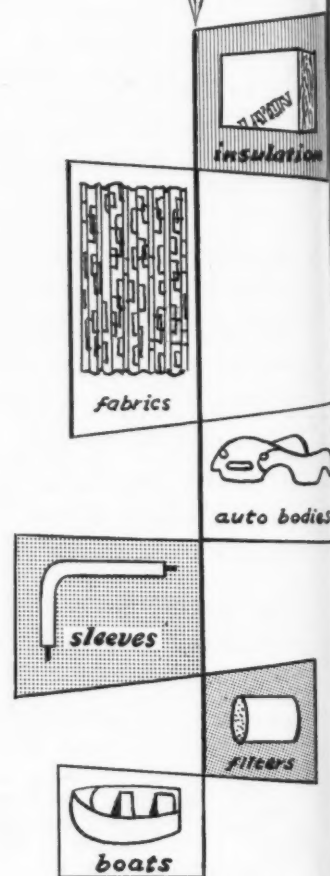
Industrial power consultants of your electric company will gladly put you in touch with the opportunities at hand.

THE CONNECTICUT POWER COMPANY

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THE CONNECTICUT LIGHT AND POWER COMPANY



## ACCOUNTING HINTS

Contributed by the Hartford Chapter National Association of Cost Accountants to stimulate the use of better accounting techniques in industry.

### Control of Office Costs

**D**URING a period of decreasing volume production, management looks sharply at all phases of factory costs. This seems to be an automatic procedure for all management. It is a normal reaction because in most manufacturing companies the factory cost is the greater part of the total cost of the product.

It is possible, however, to keep accurate costs of various office departments, and when these office costs are available, it is further possible to use them to effectively control office operations. Although the savings to be found will be smaller than those found by delving into the plant operating departments, they are real and contribute proportionately to the earnings of a well managed business.

Many accounting executives in small plants lift their eyebrows when time studies and counters are mentioned as possibilities for the control of office costs. These same executives realize, however, that something must be done in the office as well as in the plant to control the cost of purchasing, invoicing, order writing, costing, etc.

The yardstick for measuring the work performed by various office departments may usually be found right in the department concerned.

For example, what better yardstick may be found to measure the cost of entering a factory order than the number of orders actually entered each week or month? This figure is a purely statistical figure in most concerns. It is religiously posted daily and totaled monthly. Why not put this figure to work for you; divide it into the total cost of operating your order department each month and chart it? Soon you will have some very useful as well as interesting information.

If this figure is to be used to control the number of people in the depart-

ment, the amount of supplies, etc., it would be well when starting your chart to go back a few years in order to obtain a comparison.

In one organization here in Connecticut where such charts are used, it is a custom to show pertinent information on the chart at the point of all changes. For example, if the staff is reduced in the order department by two clerks, this information is printed on the chart. The following month the dip in the cost of entering an order is not only shown clearly, but is automatically explained immediately by the legend.

Invoices are usually pre-numbered and this information may be used to control billing costs. The letter mail from the postage meter gives a usable yardstick for the stenographic department. The number of factory orders costed during a period is usually recorded by the cost accountant and can be made the basis for measuring the cost department. All purchase orders are pre-numbered and by subtracting the starting order from the last order entered during the period, we have a usable control for purchase department expenses. Most manufacturing plants report to the Bureau of Labor Statistics for the week nearest the fifteenth of the month. The number of employees shown on this report can be the yardstick to measure the cost of a payroll department.

Thus it becomes evident that management has available, without further effort, a yardstick to measure the output and cost of each office department.

In many small plants, charts of this kind will uncover savings. In many others, though the savings might be small, the fact that the accountant has given some attention to office costs, as well as to factory costs, will surely be appreciated by all in the management group.



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HARTFORD 12, CONNECTICUT

**MORRISSEY & CHENEY**

*Insurance*

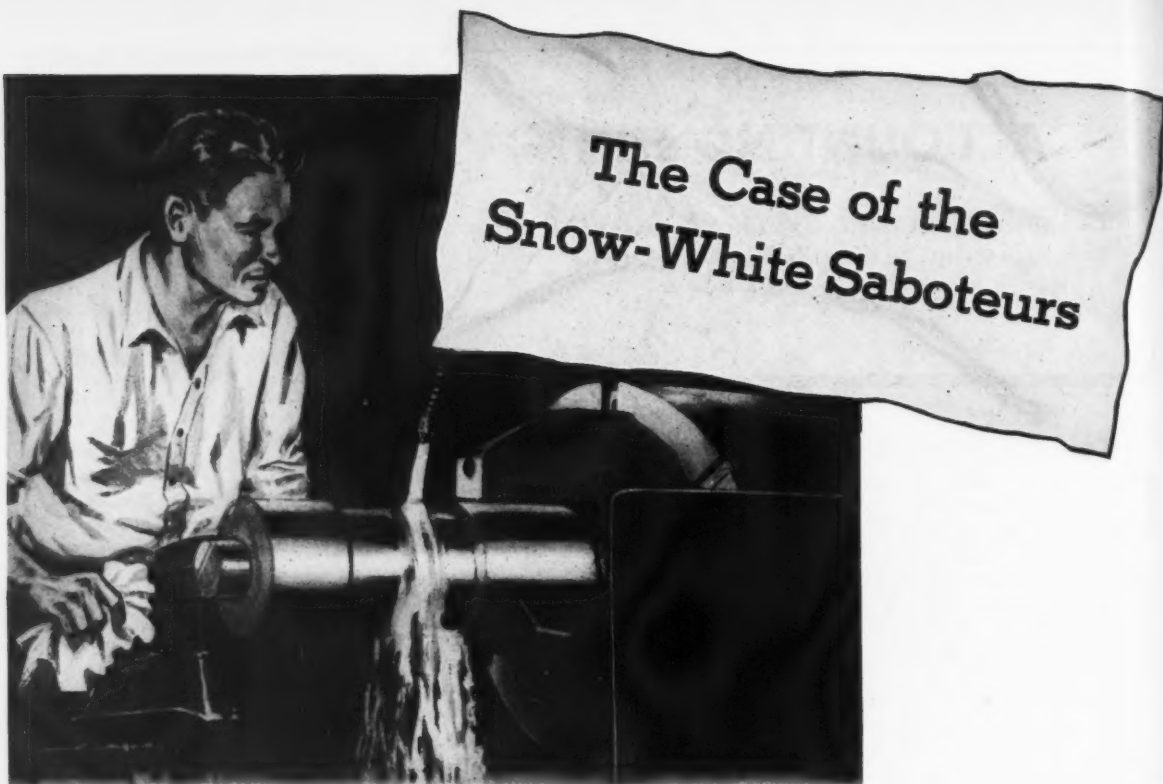
GERARD MORRISSEY

BENJAMIN CHENEY

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**INSURANCE CONTROL  
FOR  
INDUSTRIAL AND COMMERCIAL  
ACCOUNTS**

163 ASYLUM ST., HARTFORD, CONN.



Absenteeism was up . . . production down. Throughout the plant of a large manufacturer of special machines, angry workers were complaining bitterly of a red, raw rash that covered their hands and arms.

At first the case looked simple to the Ætna safety engineer. But the further he carried his investigations, the more baffling the mystery became.

One by one he checked the usual causes of dermatitis without finding even a suspect. Samples of cutting oils, washroom soap, rinse water from plating processes, and many other materials with which employees came in contact were all exposed to searching examination in Ætna's laboratories and found "Not Guilty".

Finally his attention was attracted to the large supplies of clean, white wiping cloths which were issued to each machine operator. These cloths looked innocent enough, but for all their whiteness, analysis proved their guilt.

Improper laundering was leaving a residue of irritating caustic soda. As soon as more thorough rinsing was instituted, all cases of dermatitis stopped.

The ability to solve the one-in-a-million as well as the run-of-the-mill industrial safety problem is the real measure of Ætna's Loss Prevention Service to its clients. Your local Ætna representative will gladly give you full information on how this valuable service can work for safety in your plant.



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Hartford 15, Connecticut





## BUSINESS TIPS

from

School of Business Administration

University of Connecticut

### How Are Your Public Relationships?

By ROLAND B. SMITH, Assistant Professor

School of Business Administration, The University of Connecticut

EVERYTHING you do in the conduct of your business affects someone else. These impressions affect your employees, their families and friends, your customers and suppliers, your competitors and the public at large. These impressions establish your public relationships. How are they? Here are some suggestions for keeping them favorable.

1—*Acknowledge Letters Promptly.* Acknowledge your letters promptly. Prompt replies show you consider your correspondents are important and are deserving of immediate attention. Also they suggest that you are on top of your job, and are doing today's work today.

2—*Write Friendly, Informal Letters.* Write as you speak. Avoid the stilted, cold, impersonal, dead phrases. Don't give anyone a chance to infer from your use of 19th century phraseology that your plant and equipment are similarly behind the times.

When you write warm, personable letters you show the recipient you are mentally alert enough to say exactly what you mean in direct, concise terms. Clichés, on the other hand, are often used to hide mental laziness.

3—*Have Gool Telephone Manners.* Otherwise courteous businessmen often have boorish telephone manners. They do not hesitate to have their secretaries put through a call, then hold the other party while Mr. Big gets back on the line. Also, they encourage their secretaries to inquire "who's calling, please?" before revealing whether Mr. Big is in his office.

Telephone manners are revealed also by one's tone of voice. Depending on the tone, your voice can say "you're the

most important person who has called me today." Or, it can say, "who are you, to bother me?"

Check up on your staff, too. Check your switchboard operator. Find out what your company "sounds" like. Make a few calls to yourself, and to your office personnel from an outside phone. The experience may be revealing.

4—*Dress Up.* Dress up your plant, your store, your truck (and yourself). The appearance of a manufacturing plant may have much to do with your public relationships. A neat-looking building not only impresses the public favorably, it lifts employee morale. A few shrubs, a little grass, clean windows can do wonders toward improving the looks of a factory.

The same can be said of retail stores; indeed, it may be even more important to good relationships.

Your trucks are your firm wherever they go. They are one of your calling cards. Do they reflect the kind of business you think you operate? A clean,

well-cared-for truck pays dividends in public relations, and, in longer life. Moreover, drivers are more likely to be careful in operating it.

5—*Keep Your Employees Informed About the Company.* Few tools of public relations are more effective than loyal, informed, happy employees. Informed employees enjoy a sense of security. Secure people are less likely to criticize the firm, and they are less inclined to be grouchy and irritable. Informed employees can correct misinformation and mal-impressions. In so doing they tend to identify with the company, because they feel proud of having "inside" reliable information. Through their families and friends, employees can and will spread the story of their firm—be it good or bad. Through good management, and faithful relaying of the facts, you can do much to insure that what your employees say about you is good.

6—*Keep the Public Informed.* An informed public will likely be more friendly (we are suspicious of what we don't know about or understand). An informed public will likely be more tolerant of mistakes and unavoidable hardships. And, it will be less likely to instigate unfavorable actions against the firm. An informed public has a chance to anticipate an unavoidable rise in your prices and will be prepared for the rise when it comes. Grumbling will be minimized—because the forces necessitating the price rise will be understood. If there should be disagreement about the necessity of raising prices, at least the areas of disagreement will be clearly identified and thereby stand a better chance of being adjusted satisfactorily.

Similarly, should a reduction in wage rates become necessary, an understanding of the causes as they become evident can cushion the shock. It could happen that an informed public might

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PLAINVILLE, CONN.

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cooperate to the end that the reduction can be avoided.

As in so many towns, your plant may be the principal employer and principal source of tax revenue. An informed community will hesitate to raise those taxes if it knows that such an increase will have adverse results. Too often explanations by business come *after* a problem arises, *after* the crisis exists, *after* opinions are formed and egos are involved. Action at this stage can be no more than remedial, and rarely is the remedy fully effective. How much better it would be to *avoid* the difficulty. The fundamental value of a public relations program is the prevention of trouble by the cultivation and maintenance of public confidence and good will. Full information and complete candor are valuable tools for this task.

Of course there is much more to public relations than has been indicated here. Nevertheless, if a firm takes these simple steps it will be doing much toward making its advertising and personal selling effort more efficient. It will help increase productive efficiency in the plant. And, not incidentally, it will be helping to perpetuate the American

way of life. These efforts need not be expensive—but they can be mighty profitable.

### Ground Broken for New Plume & Atwood Plant

(Continued from page 9)

end, for our own investments. Our experts in their studies have confirmed our belief in full from their detailed analysis about the industrial future of New England. Their unanimous conclusions are that New England is now in for great influx of new industry and with it a greater prosperity."

Charles Eggleston, First Selectman of Thomaston, welcomed the new industry to the community. He said, "We in Thomaston are always pleased to see new industry settle in our town and we endeavor to encourage such ventures in every way possible, for as our industry grows, so grows the town. In a sense, the breaking of ground here represents an achievement for all of us here in Thomaston. It is the culmination of our efforts and hopes to bring new industry

to our town—industry with a background of integrity and efficiency in its operations."

Thomas I. S. Boak pledged the Company to take serious its responsibilities as a local citizen. He said further, "These new facilities, when completed, will make it possible to offer our customers attractive delivery dates on high quality products at competitive prices and at a profit to us. They will provide our employees with modern, convenient, and attractive work places. They will enable our salesmen to bring prospective customers to a plant of which they need not be ashamed."

A symbolic shovelfull of dirt was then turned by Thomas I. S. Boak as a signal for the workmen standing by to begin work officially.

This new building when completed will house the fabricating facilities of the Plume & Atwood Manufacturing Company presently located in Waterbury. It represents a milestone in the history of the Company and is tangible evidence of the Management's determination to make Plume & Atwood one of the outstanding companies in the industry.

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## SPOTLIGHT ON THE FUTURE\*

By R. C. SWANTON

Director of Purchases,

Winchester Repeating Arms Company,  
Division of Olin Industries, Inc.

### General Business Conditions

**I**NDUSTRIAL Purchasing Agents find that the trend to level off and improve business activity, which started in March, is being well maintained in June. Production has inched up over May, and orders are reported to be fully supporting the production increases. Some of the new business this month is attributed to advance orders to cover requirements while supplier organizations are on July vacation. Stability and strength are indicated in industrial material markets. Stocks of purchased materials are reported sharply down from May, when there was evidence that much of the industrial inventory adjustment had been made. Employment is up a bit over May; 75% report holding the previous month's enrollment or increasing, compared to 53% so reporting in January. Buying policy is still in a conservative short range.

Nothing appears in the June reports that changes the mildly optimistic view of purchasing executives expressed in the past two months. Allowing for the plant vacations in July and August, Purchasing Agents' opinion is that the third quarter will continue to show a gradual increase in industrial activity.

### Commodity Prices

Some strength, but more stability, characterizes the committee members' views of the industrial material price structure in June; the lowest number this year report that decreases are out-balanced by increases. With most materials readily available, allowing more time to negotiate, buyers are finding it profitable to encourage broader competition. Very little interest is indicated in the possibility of increased steel wages setting a general pattern for price increases. Purchasing Agents

look for competition to keep steel prices in line; but they probably will hold firm through the Summer.

### Inventories

The slight indication that unworked material inventories were tending to stabilize, reported in May, is not confirmed in the June survey. The effort to reduce stocks continues at about the same rate as earlier in the year. The reasons: midyear inventory taking, vacations, ready availability, accent on turnover. The possibility of a steel strike seems to be pretty well discounted by large steel buyers.

### Employment

Just a little better than May, but much improved over January. Many industrial layoffs are finding outdoor work. Students are having difficulty getting jobs. A ripple of cutbacks on government orders is the cause of some of the new unemployment. Productivity is showing improvement. Labor turnover is low.

### Buying Policy

Practically no change is reported in the conservative buying range, of hand-to-mouth to 60 days, which has been the major policy for many months. A few have extended from 30-to-60 into the 30-to-90 range. With most materials easy to come by, and inventory curtailment policy continuing, this short-range procurement policy is expected to follow through the Summer.

### Specific Commodity Changes

The few items up are about offset in number by the "downs." Zinc is the only basic commodity showing an important increase.

*Reported up:* Brass castings, soda, sugar, lead (up then down), some lumber, mercury, rubber, salt cake, shellac, steel scrap, zinc.

*Down were:* Coal, pork, soybeans, formaldehyde, fuel oil, methanol, pentherythritol, polyethylene, tallow.

*Hard to get:* Mercury, nickel, some structural steel.

### Canada

Canadian reports in the June survey are not as optimistic as those from the States. Production and orders are lower than in May, and lower by comparison with June in the United States; this is a reversal of the May report. Prices show stability but not strength. Inventories are about in line; so is employment, but, turning from a longer-range buying policy, Canadian Purchasing Agents are taking a closer view than members in the States. Improvement is expected this Summer.



**J. C. CORRIGAN CO.**  
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Boston 22, Mass.

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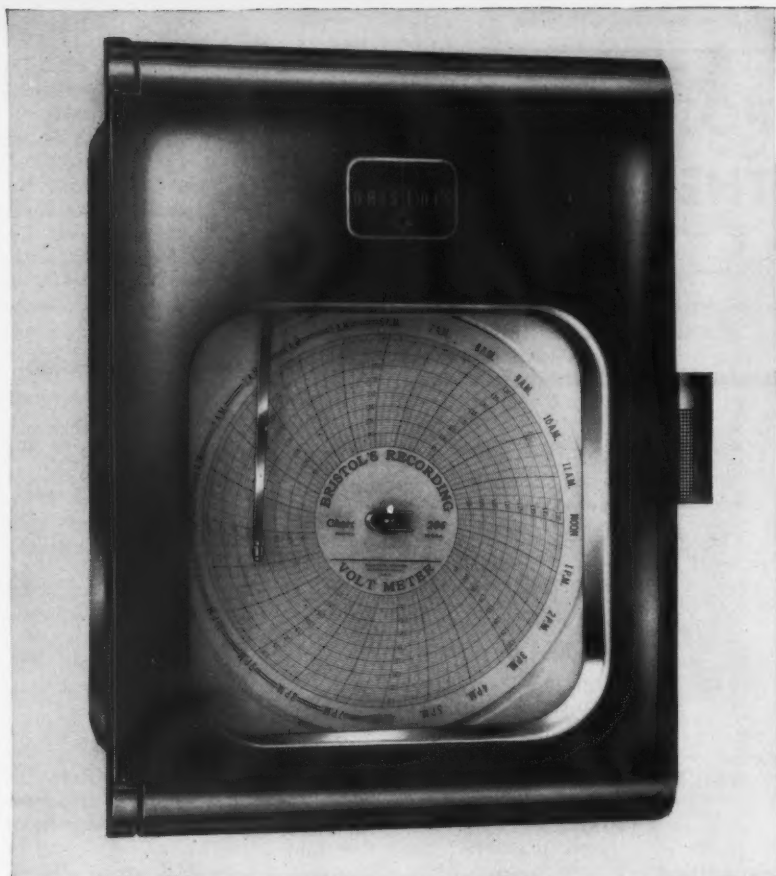
Material Handling and Processing Equipment

PORTABLE COVEYORS • STORAGE BINS • COAL SILOS

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\* Composite opinion of the purchasing agents who are members of the N.A.P.A. Business Survey Committee, whose Chairman is Robert C. Swanton.



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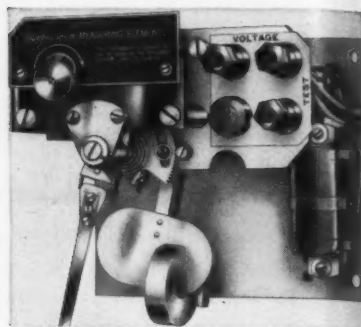
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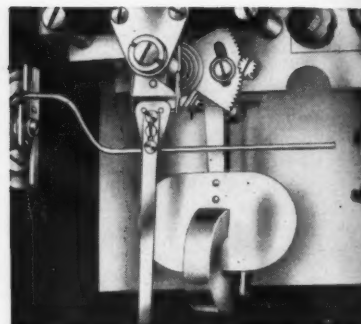
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**PEN MOUNTING** — Pen-arm mounting shaft firmly supported at both ends — eliminates trouble from back-lash and lost motion. Pen arm is readily removed and replaced.



## BUSINESS PATTERN

**A comprehensive summary of the ups and downs of industrial activity in Connecticut for the thirty day period ending on the 15th day of the second previous month.**

THE index of general business activity in Connecticut declined one percentage point in April to an estimated 13% above normal, the eighth successive monthly decrease. The moderate downward movement in April was attributable to a reduction in freight shipments and construction activity. Manhours, employment, and cotton mill operations remained approximately at their March levels. The United States index of industrial activity declined one percentage point in April to an estimated 1% above normal. This represents the eleventh consecutive monthly decrease in the National index, which has fallen nineteen

points from its mid-1953 peak. The Connecticut index of general business activity has also dropped nineteen

### *Hours and Earnings of Production Workers in All Manufacturing Industries*

	Average Hours Worked		Average Weekly Earnings	
	April	April	April	April
	1954	1953	1954	1953
United States .....	39.0	40.8	\$70.20	\$71.40
Connecticut .....	39.5	42.6	71.10	74.55
Bridgeport .....	39.5	42.0	73.47	76.44
Hartford .....	40.8	44.2	75.48	80.44
New Britain .....	39.9	42.5	70.62	73.53
New Haven .....	38.8	42.0	66.35	70.14
Stamford .....	40.4	42.2	79.59	79.76
Waterbury .....	38.7	43.3	69.27	76.64

points from last summer's high, thereby retaining a twelve point margin over the United States index.

In April, the index of manhours worked in Connecticut factories remained at its March level of about 20% above normal. Last April, the index stood at 37% above normal, only two points below the June peak. From there, the decline was rather steady until March of this year when the indicator registered a noticeable drop of eight points. The following table is a comparison, with a year ago, of hours and earnings for manufacturing production workers in the Country as a whole, Connecticut, and important areas of this State:

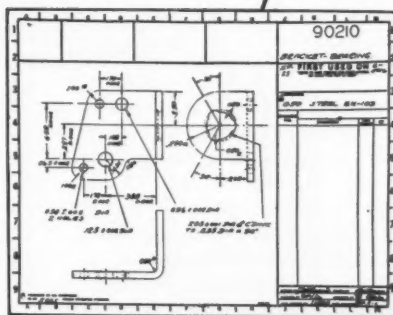
## Cost of Microfilming? Pennies!

Are your company's engineering drawings worth a few pennies each? A fire could wipe out all your research, engineering and manufacturing data in an hour!

Why gamble when the complete cost of having us film them on your premises and store the completed films in bank vaults is far less than the cost of the blank paper on which the data is recorded? 500 — 600 large drawings can be filmed on one 100 foot roll, with every detail faithfully recorded.

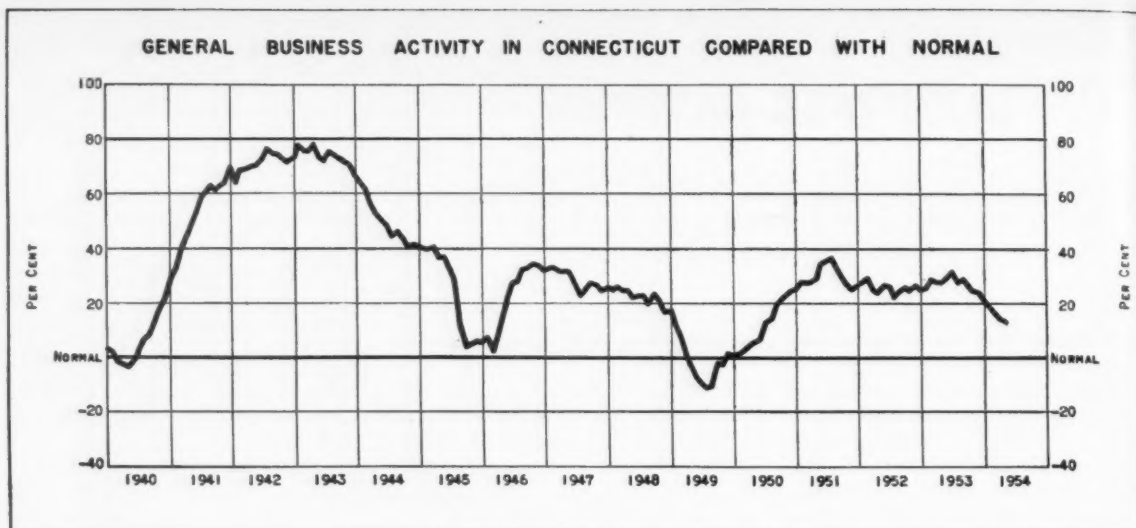
Should an emergency arise, we can reproduce each drawing back to original size from the film.

Our list of customers is mighty impressive. We will go anywhere — completely covering Connecticut as well as New York State, Mass., Rhode Island, etc. Call or wire us for complete details — at no obligation. We operate with the finest equipment and trained technicians, process our own film and are cleared for security.



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The table reveals that the length of the average work week and average weekly earnings for Connecticut are still somewhat greater than for the United States, although not as noticeably so as they were a year ago. Among the principal labor market areas, Hartford registered the longest average work week as it did last April. Waterbury, on the other hand, recorded the shortest work week whereas in April last year Bridgeport and New Haven were lowest. At the present time, average weekly earnings in Stamford are the highest while in April last year Hartford led the State. New Haven showed the lowest average weekly earnings of the principal areas, as was the case for the same month of 1953.

During April, the index of Connecticut factory employment remained at approximately 16% above normal for the second consecutive month. This is the first interruption in the downward movement which this indicator began in July 1953. The standing of the index in April is nine percentage points under April of last year and twelve points below the peak of last June. Beginning in July, the decrease in the index was quite steady, not exceeding two percentage points a month. Due chiefly to the seasonal upturn, non-manufacturing employment in Connecticut increased about 2% in April to 428,000. A year ago, non-manufacturing employment in Connecticut numbered 411,000. During the past year, the hotel and retailing businesses and the Federal Government have demonstrated, on a

percentage basis, the most pronounced increases in employment.

Claims for unemployment compensation in the state of Connecticut have shown a considerable increase since June 1953. During the first nine months of 1952 claimants for unemployment benefits averaged nearly 20,000 a week. Then, with business activity at a high level, total claimants dropped to approximately 10,000 per week where they remained until mid-1953. Since then they have increased noticeably, particularly in the early months of this year, to almost 40,000. This is the largest number of claims since the recession of 1949 when, in July, over 90,000 people in the State were on the unemployment compensation rolls.

The largest recent increase in unemployment claims came at the beginning of 1954 when the seasonal influence of post-Christmas layoffs was responsible for accentuating the upward trend of unemployment. Since the beginning of 1952, the number of new claims has fluctuated between 1,500 and 5,600, with initial claimants in 1954 holding quite steady at about the latter figure.

The Bridgeport area has led the State in total applications for unemployment compensation for the great majority of weeks since last June. Prior to that time, no one area was noticeably ahead of the others in respect to the number of weeks in which it reported the largest number of total claimants; Bridgeport, Hartford, New Haven and Waterbury each showing the most claims at different times.

## **A Guide to Management Appraisal of Its Advertising**

*(Continued from page 17)*

planting ignorance and guesswork about products with information. The risks normally associated with buying an unknown product are practically eliminated by advertising through its influence over the producer to establish and maintain uniform quality. The advertising tends to set a standard which the product must meet or become subject to buyer avoidance. Buyers have become aware of this and therefore tend to rely upon advertised brands.

### **Increases Anticipated Satisfactions**

To many consumers a luxury automobile is not just an automobile. It is not just transportation. It is prestige. To many consumers a famous perfume is not only an odeur, it is romance. And so it goes with products. They are desired not just for themselves, but as means to ends. The close association established between a product and some desired objective, like prestige, distinction, romance, the appearance of business success and affluence, is often the result of advertising. Through advertising a producer can increase the value of his product by linking it directly as a *means* with some desired objective consumers seek. Once this link has been forged consumers will tend to have a greater sense of anticipation of enjoyment from the product and will therefore tend to desire it in preference to other products. The net result is greater value.

### How to Add Value to Your Products

Some criteria of advertising management may not be derived from this analysis. They are presented as questions management might consider before initialing "OK as submitted."

### Are We Advertising Enough to Create a Commercial Identity That Can Add Value to Our Products?

With sufficient advertising of the proper kind a product can become identified in consumers minds with particular characteristics as previously stated. These characteristics may become symbols of other highly desired objectives—like prestige, high quality, long life, satisfaction, and so on.

But there must be enough advertising for management to reach this objective. How much is enough? The answer lies in your market position. This is measured by your standing relative to your competitors, and the degree to which your product has a commercial identity among your customers and prospects. If you have what you consider to be your "share" of the market, well and good. If you wish to increase this share you should then determine by survey what kind of a commercial identity you have in the market. From this survey you can also determine the adequacy of your product, its design, price, package, and distribution. From this also you can get an estimate of the adequacy of your firm's personal selling effort. The necessary corrections, if any, must be made before moving on to consider the required quantity of advertising.

### How Much Advertising?

If the product is found satisfactory and your general marketing policies and practices are correct, it remains then to determine how much advertising is required. Two methods may be suggested: First, increase the amount of advertising in behalf of your product, or one of them, for a period of, say, a year. Resurvey the market to measure the increase in commercial identity. Recognizing the effect of diminishing average and total returns in sales or profit, continue increasing the advertising until further increases are no longer profitable. The reasoning here is that as advertising is increased the returns per dollar invested also increase.

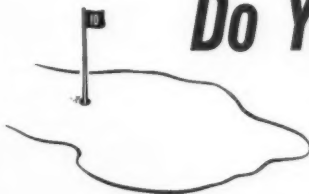
Gradually, however, the average returns (returns per dollar invested) begin to decline although the total profit continues to go up. Ultimately, the addition of, say, \$1000 in advertising investment will return only \$1000 in additional gross profit. After that further increases in advertising investment return less in profit than the cost of the last unit of advertising expenditure added. The amount to invest in adver-

tising, then, is the amount beyond which an additional \$1000 will bring back less than \$1000 in gross profit. To invest more is to spend more than you get back. It will be noted that this is the same reasoning that determines the profitability of increasing the size of a plant, the number of employees and machines, the amount of fertilizer to drill in with the seeds, etc.

(Concluded on page 64)



## Do You Overlap?



*It's the most popular golf grip . . . and one with several advantages. Pros point out that overlapping welds the hands together . . . permits good control of the club . . . helps synchronize "break" of wrists at impact.*

Overlapping may strengthen your golf game, but it weakens your company's insurance coverage. When policies overlap, your company pays the penalty in unnecessary premiums or even uncollected losses.

An insurance "pro" can analyze your policies . . . discover uninsured hazards . . . correct errors and omissions in your coverage.

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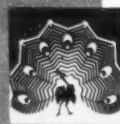
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# IT'S MADE IN CONNECTICUT

**EDITOR'S NOTE:** This department, giving a partial list of peace-time products manufactured in Connecticut by company, seeks to facilitate contacts between prospective purchasers in domestic or foreign markets and producers. It includes only those listings purchased by Connecticut manufacturers. Interested buyers may secure further information by writing this department. Connecticut manufacturers desiring to list their products in this department should write the Editor for listing rates.

(Advertisement)

<b>Accounting Forms</b> Baker-Goodyear Co The New Haven	<b>Anodizing</b> Conn Metal Finishing Co Hamden	<b>Bearings</b> Fafnir Bearing Co (ball) Marlin-Rockwell Corporation New Departure Div of General Motors (ball) Bristol Norma-Hoffmann Bearings Corp (ball and roller) Stamford
<b>Accounting Machines</b> Underwood Corporation Bridgeport	<b>Anodizing Equipment</b> Conn Metalcraft Inc New Haven	<b>Bellows</b> Bridgeport Thermostat Company Inc (metallic) Bridgeport
<b>Adding Machines</b> Underwood Corporation Bridgeport	<b>Artificial Leather</b> Permatex Fabrics Corp The Jewett City	<b>Bellows Assemblies</b> Bridgeport Thermostat Company Inc Bridgeport
<b>Advertising Specialties</b> H C Cook Co The 32 Beaver St Ansonia Halco Co New Haven	<b>Asbestos</b> Auburn Manufacturing Company The (gaskets, packings, wicks) Middletown Raybestos Div of Raybestos-Manhattan Inc The (brake linings, clutch facings, sheet packing and wick) Bridgeport	<b>Bellows Shaft Seal Assemblies</b> Bridgeport Thermostat Company Inc Bridgeport
<b>Air Compressors</b> Spencer Turbine Co The Hartford	<b>Asbestos &amp; Rubber Packing</b> Colt's Manufacturing Company Hartford	<b>Bells</b> Bevin Brothers Mfg Co. East Hampton Gong Bell Co The East Hampton N N Hill Brass Co The East Hampton
<b>Air Conditioning</b> Norwalk Airconditioning Corp The (forced air heating units oil fired) South Norwalk	<b>Asarcon Bronze</b> Knapp Foundry Company Inc (bushing & bearing stock) Guilford	<b>Belt Fasteners</b> Saling Manufacturing Company (patented self-aligning) Unionville
<b>Air Impellers</b> The Torrington Manufacturing Co Torrington	<b>Assemblies—Small</b> Greist Manufacturing Co The New Haven J H Sessions & Son Bristol Wallace Barnes Co The Div Associated Spring Corp Bristol	<b>Belting</b> Hartford Belting Co Hartford Russell Mfg Co The Middletown Thames Belting Co The Norwich
<b>Aircraft</b> Sikorsky Aircraft Division United Aircraft Corporation (helicopters) Bridgeport	<b>Automatic Control Instruments</b> Bristol Co The (temperature, pressure, flow, humidity, time) Waterbury	<b>Bends—Pipe or Tube</b> National Pipe Bending Co The 160 River St New Haven
<b>Aircraft Accessories</b> Chandler Evans Div Niles-Bement-Pond Co West Hartford Gabb Special Products Div E Horton & Son Company (filler caps—pressure fuel servicing systems) Windsor Locks Hamilton Standard Div United Aircraft Corp (propellers and other aircraft equipment) Windsor Locks Manning Maxwell & Moore Inc (aircraft pressure switches and jet engine afterburner control systems) Stratford Russell Manufacturing Company The (CAA approved safety belts; webbing and hardware for safety belts; shock rings and shock cord; ring and cord hardware; webbing for all aircraft applications) Middletown	<b>Automobile Accessories</b> Kilbourn-Sauer Company (lights and other accessories) Fairfield Raybestos Div of Raybestos-Manhattan Inc The (brake lining, rivet, brass, clutch facings, packing) Bridgeport	<b>Bicycle Coaster Brakes</b> New Departure Div General Motors Corp Bristol
<b>Aircraft Instruments</b> Gorn Electric Company Inc Stamford	<b>Automotive Bodies</b> Metropolitan Body Company Bridgeport	<b>Bicycle Sundries</b> New Departure Div General Motors Corp Bristol
<b>Aircraft—Repair &amp; Overhaul</b> Airport Department Pratt & Whitney Aircraft Division Rentschler Field East Hartford United Airports Div United Aircraft Corp Rentschler Field East Hartford	<b>Automotive Parts</b> Eis Manufacturing Co (Hydraulic and Mechanical) Middletown	<b>Binders Board</b> Colonial Board Company Manchester
<b>Aircraft Test Equipment</b> United Manufacturing Company Hamden	<b>Automotive &amp; Service Station Equipment</b> Raybestos Div of Raybestos-Manhattan Inc The (brake service machinery) Bridgeport Scovill Manufacturing Company (Canned Oil Dispensers) Waterbury 91	<b>Biological Products</b> Ernst Bischoff Company Inc Ivoryton
<b>Air Ducts</b> Wiremold Co The (Retractable) Hartford	<b>Automotive Tools</b> Eis Manufacturing Company Middletown	<b>Blackening Salts for Metals</b> Enthone Inc New Haven Mitchell-Bradford Chemical Co Bridgeport
<b>Air Heaters—Direct Fired</b> Peabody Engineering Corporation Stamford	<b>Bags—Paper</b> American Paper Goods Company The Kensington	<b>Blades</b> Capewell Manufacturing Company Metal Saw Division (hack saw and band saw) Hartford
<b>Aluminum Bronze Castings</b> Knapp Foundry Company Inc Guilford	<b>Bakelite Moldings</b> Watertown Mfg Co The Watertown	<b>Blankets—Automatic</b> General Electric Company Bridgeport
<b>Aluminum Castings</b> Consolidated Industries Inc West Cheshire Eastern Malleable Iron Company The Naugatuck Newton-New Haven Co 688 Third Avenue West Haven Charles Parker Company The Meriden Stamford Casting Company Inc (Aluminum, Magnesium and Bronze) Stamford	<b>Balls</b> Abbott Ball Co The (steel bearing and burnishing) Hartford Hartford Steel Ball Co The (steel bearing and burnishing, brass, bronze, monel, stainless aluminum) Hartford Kilian Steel Ball Corp The Hartford	<b>Blower Fans</b> Colonial Blower Company Plainville Spencer Turbine Co The Hartford
<b>Aluminum Forgings</b> Consolidated Industries Inc West Cheshire Scovill Manufacturing Company Waterbury 91	<b>Banbury Mixers</b> Farrel-Birmingham Company Inc Ansonia	<b>Blower Systems</b> Colonial Blower Company Plainville Ripley Co Middletown
<b>Aluminum Ingots</b> Lapides Metals Corp New Haven	<b>Barrels</b> Abbott Ball Co The (burnishing and tumbling) Hartford Hartford-Steel Ball Co The (tumbling) Hartford	<b>Blueprints and Photostats</b> Joseph Merritt & Co Hartford
<b>Aluminum Lasts</b> United States Rubber Company Shoe Hardware Division Waterbury	<b>Barrels—Tumbling</b> Conn Metalcraft Inc New Haven	<b>Boilers</b> Bigelow Co The New Haven
<b>Aluminum Paint</b> Baer Brothers Stamford	<b>Bathroom Accessories</b> Autoyre Company The Oakville Charles Parker Co The Meriden	<b>Bolts and Nuts</b> Blake & Johnson Co The (nuts machine screw-bolts, stove) Waterville Clark Brothers Bolt Co Milldale
<b>Aluminum Paste</b> Baer Brothers Stamford	<b>Batteries</b> Bond Electric Corporation Division of Olin Industries Inc (flashlight, radio, hearing aid and others) New Haven Winchester Repeating Arms Co Division of Olin Industries Inc (flashlight, radio, hearing aid and others) New Haven	<b>Bonderizing</b> Clairglow Mfg Company Portland (Advt.)
<b>Aluminum—Sheets &amp; Coils</b> United Smelting & Aluminum Co Inc New Haven		
<b>Ammunition</b> Remington Arms Co Inc and Peters Cartridge Div Bridgeport Winchester Repeating Arms Company Division Olin Industries Inc New Haven		

# I T ' S M A D E I N C O N N E C T I C U T

<b>Bottle Openers</b>		<b>Brass Mill Products</b>		<b>Cages</b>	
Scoville Mfg Co (steel, anodized aluminum)	Waterbury	American Brass Company The	Waterbury	Andrew B Hendryx Co The (bird and animal)	New Haven
<b>Box Board</b>		Bridgeport Brass Co	Bridgeport	<b>Cams</b>	
Lydall & Foulds Paper Co The	Manchester	Chase Brass & Copper Co	Waterbury	American Cam Company Inc	Hartford
National Folding Box Co Inc	New Haven	Plume & Atwood Mfg Co The	Thomaston	Hartford Special Machinery Co The	Hartford
Robertson Paper Box Co	Montville	Scovill Manufacturing Company	Waterbury 91	Rowbottom Machine Company Inc	Waterbury
Gair Company Inc Robert	Montville	Western Brass Mills Division of	Olin Industries Inc	<b>Canvas Products</b>	
New Haven Board and Carton Co The	New Haven	Donnelly Brick Co The	New Britain	F B Skiff Inc	Hartford
<b>Boxes</b>		<b>Bricks—Building</b>		<b>Capacitors</b>	
Claireglow Mfg Company (metal)	Portland	<b>Bricks—Fire</b>		Electro Motive Mfg Co Inc The (mica & trimmer)	Willimantic
Connecticut Container Corporation	New Haven	Howard Company	New Haven	<b>Caps &amp; Closures—Metal</b>	
Gair Company Inc Robert (corrugated and solid fibre shipping containers)	Montville	Mullite Refractories Co The	Shelton	American Associates Mfg Corp	Deep River
Merriam Mfg Co (steel cash, bond, security, fitted tool and tackle boxes)	Durham	<b>Bright Wire Goods</b>		<b>Card Clothing</b>	
Warner Bros Co The (Acetate, Paper, Acetate and Paper Combinations, Counter Display, Setup)	Bridgeport	Sargent & Company (Screw Eyes, Screw Hooks, Cup Hooks, Hooks and Eyes, C H Hooks)	New Haven	Standard Card Clothing Co The (for textile mills)	Stafford Springs
<b>Boxes and Crates</b>		<b>Broaching</b>		<b>Carpenter's Tools</b>	
City Lumber Co of Bridgeport Inc The	Bridgeport	Hartford Special Machinery Co The	Hartford	Sargent & Company (Planes, Squares, Plumb Bobs, Bench Screws, Clamps and Saw Vices)	New Haven
Wallingford Planing Mill Co Inc	Yalesville	<b>Bronze &amp; Aluminum Castings</b>		<b>Carpet Cushion</b>	
<b>Boxes—Metal</b>		Knapp Foundry Company Inc (rough or machined)	Guilford	Sponge Rubber Products Co Inc	Shelton
Merriam Mfg Co (Bond and Security, Cash and Utility, Personal Files and Drawer Safes)	Durham	<b>Bronze Powders</b>		<b>Carpets and Rugs</b>	
<b>Boxes—Paper—Folding</b>		Baer Brothers	Stamford	Bigelow-Sanford Carpet Co	Thompsonville
Atlantic Carton Corp	Norwich	<b>Brooms—Brushes</b>		<b>Casters</b>	
Bridgeport Paper Box Co	Bridgeport	Fuller Brush Co The	Hartford	Bassick Company The (Industrial and General)	Bridgeport
Carpenter-Hayes Paper Box Co Inc The	East Hampton	<b>Buckles</b>		<b>Casters—Industrial</b>	
Curtis & Sons Inc S	Sandy Hook	B Schwanda & Sons	Staffordville	George P Clark Co	Windsor Locks
Dowd Carton Co M S	Groton	G E Prentice Mfg Co The	Kensington	<b>Castings</b>	
Folding Cartons Incorporated (paper, folding)	Versailles	Hawie Mfg Co The	Bridgeport	Connecticut Foundry Co (grey iron)	Rocky Hill
Gair Company Inc Robert	Portland	John M Russell Mfg Co Inc.	Naugatuck	Connecticut Malleable Castings Co (malleable iron castings)	New Haven
H J Mills Inc	Bristol	North & Judd Manufacturing Co	New Britain	Consolidated Industries Inc	West Cheshire
National Rolling Box Co Inc (paper folding)	New Haven	Patent Button Co The	Waterbury	Charles Parker Company The (grey iron, brass, bronze, aluminum)	Meriden
New Haven Board and Carton Co The	New Haven	United States Rubber Company	Shoe Hardware Division	Eastern Malleable Iron Company The (malleable iron, metal and alloy)	Naugatuck
Robertson Paper Box Co	Montville	<b>Buffing &amp; Polishing Compositions</b>		Farrel-Birmingham Company Inc (Mechanite, Nodular, Iron, Steel)	Ansonia
Warner Bros Co The	Bridgeport	Apothecaries Hall Co	Waterbury	Gillette-Vibber The (grey iron, brass, bronze, aluminum, also Bronze Bushing Stocks)	New London
<b>Boxes—Paper—Setup</b>		Lea Mfg Co	Waterbury	Plainville Casting Company (gray, alloy and high tensile irons)	Plainville
Box Shop Inc The	New Haven	Williamsville Buff Div The	Bullard Clark Danielson	Malleable Iron Fittings Co (malleable iron and steel)	Branford
Bridgeport Paper Box Co	Bridgeport	<b>Buffing Wheels</b>		McLagon Foundry Co (grey iron)	New Haven
Heminway Corporation The	Waterbury	<b>Burners</b>		Meyer Iron and Brass Foundry Inc (grey iron)	Shelton
H J Mills Inc	Bristol	Plume & Atwood Mfg Co The (kerosene oil lighting)	Waterbury	Newton-New Haven Co (zinc and aluminum)	688 Third Ave West Haven
Strouse Adler Company The	New Haven	<b>Burners—Automatic</b>		Philbrick-Booth & Spencer Inc (grey iron)	Hartford
Warner Bros Co The	Bridgeport	Peabody Engineering Corporation	Stamford	Producto Machine Company The	Bridgeport
<b>Brake Cables</b>		<b>Burners—Coal and Oil</b>		Scovill Manufacturing Company (Brass & Bronze)	Waterbury 91
Eis Manufacturing Co	Middletown	Peabody Engineering Corporation (Combined)	Stamford	Stamford Casting Company Inc (Aluminum, Magnesium and Bronze)	Stamford
<b>Brake Linings</b>		<b>Burners—Gas</b>		Turner & Seymour Mfg Co The (gray iron, semi steel and alloy)	Torrington
Raybestos Div of Raybestos-Manhattan Inc The (automotive and industrial)	Bridgeport	Peabody Engineering Corporation (Blast Furnace)	Stamford	Union Mfg Co (grey iron & semi steel)	New Britain
Russell Mfg Co The	Middletown	<b>Burners—Gas and Oil</b>		Waterbury Foundry Company The (highway & sash weights)	Waterbury
<b>Brake Service Parts</b>		Peabody Engineering Corporation (Combined)	Stamford	Wilcox Crittenden & Co Inc (gray iron and brass)	Middletown
Eis Manufacturing Co	Middletown	<b>Burners—Refinery</b>		<b>Castings—Investment</b>	
<b>Brass &amp; Bronze</b>		Peabody Engineering Corporation (For Gas and Oil)	Stamford	Arwood Precision Casting Corp	Groton
American Brass Co The (sheet, wire, rods, tubes)	Waterbury	<b>Burnishing</b>		<b>Castings—Permanent Mould</b>	
Bridgeport Brass Company (sheet, rod, wire and tubing)	Bridgeport	Abbott Ball Co The (Burnishing Barrells and Burnishing Media)	Hartford	Charles Parker Company The	Meriden
Bristol Brass Corp The (sheet, wire, rods)	Bristol	<b>Burs</b>		<b>Cements—Refractory</b>	
Chase Brass & Copper Co	Waterbury	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	Mullite Refractory Co The	Shelton
Miller Company The (phosphor bronze and brass in sheets, strips, rolls)	Meriden	<b>Buttons</b>		<b>Chain</b>	
Plume & Atwood Mfg Co The (sheet, wire, rod)	Thomaston	B Schwanda & Sons	Staffordville	John M. Russell Mfg Co Inc	Naugatuck
Scovill Manufacturing Company	Waterbury 91	Frank Parizek Manufacturing Co The	Putnam	Turner & Seymour Mfg Co The (weldless, sash, jack, safety, furnace, universal, lion and cable)	Torrington
Tinsheet Metals Co The (sheets and rolls)	Waterbury	Patent Button Co The	Waterbury	<b>Chain—Power Transmission and Conveying</b>	
Western Brass Mills Division of Olin Industries Inc (sheet, strip)	New Haven	Scovill Manufacturing Company (Uniform and Tack Fasteners)	Waterbury 91	Whitney Chain Company	Hartford
<b>Brass &amp; Bronze Ingot Metal</b>		Waterbury Companies Inc (Uniform and Fancy Dress)	Waterbury	<b>Chain—Welded and Weldless</b>	
Plume & Atwood Mfg Co The	Thomaston	<b>Cabinets</b>		Bridgeport Chain & Mfg Co	Bridgeport
Whipple and Choate Company The	Bridgeport	Charles Parker Co The (medicine)	Meriden	<b>Chain—Bead</b>	
<b>Brass, Bronze, Aluminum Castings</b>		<b>Cabinet Work</b>		Auto-Swage Products Inc	Shelton
Charles Parker Company The	Meriden	Hartford Builders Finish Co	Hartford	Bead Chain Mfg Co The	Bridgeport
Stamford Casting Company Inc	Guilford	<b>Cable—Asbestos Insulated</b>		<b>Chairs</b>	
Victors Brass Foundry Inc	Guilford	Rockbestos Products Corp	New Haven	The Hitchcock Chair Company	Riverton (Adv.)
<b>Brass Goods</b>		<b>Cable—BX Armored</b>			
American Associates Mfg Corp	Deep River	General Electric Company	Bridgeport		
American Brass Company The	Waterbury	<b>Cable—Nonmetallic Sheathed</b>			
Plume & Atwood Mfg Co The (to order)	Waterbury	General Electric Company	Bridgeport		
Rostand Mfg Co The (Ecclesiastical Brass Wares)	Milford	<b>Cable—Service Entrance</b>			
Scovill Manufacturing Company (to order)	Waterbury 91	General Electric Company	Bridgeport		
Western Brass Mills Division of Olin Industries Inc	New Haven				

# IT'S MADE IN CONNECTICUT

<b>Chemical Manufacturing</b>		<b>Concrete Products</b>		<b>Counting Devices</b>	
Carwin Company The	North Haven	Plastricrete Corp	Hamden	Veeder-Root Inc	Hartford
<b>Chemicals</b>		<b>Cones</b>		<b>Couplings—Self-Sealing</b>	
American Cyanamid Company	Waterbury	Sonoco Products Co (Climax-Lowell Div)	Mystic	Sperry Products Inc	Danbury
Apothecaries Hall Co	Waterbury	<b>Consulting Engineers</b>		<b>Cranes and Conveyors</b>	
Carwin Company The	North Haven	Stanley P Rockwell Co Inc The (Consulting)	Hartford	I-B Engineering Sales Co	New Haven
Edcan Laboratories	South Norwalk	<b>Continuous Mill Gages</b>		<b>Crushers</b>	
Macalaster Bicknell Company	New Haven	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	Farrel-Birmingham Company Inc (Stone and Ore)	(Stone and Ansonia)
MacDermid Incorporated	Waterbury	<b>Contract Machining</b>		<b>Cups—Paper</b>	
Naugatuck Chemical Division	United States	Malleable Iron Fittings Company	Brantford	American Paper Goods Company The ("Puritan")	Kensington
Rubber Co	Naugatuck	<b>Contract Manufacturers</b>		<b>Cushioning for Packaging</b>	
New England Lime Company	Canaan	American Associates Mfg Corp (metal stampings & assemblies)	Deep River	Gilman Brothers Co The	Gilman
Pfizer & Co Inc Chas	Groton	Greist Mfg Co The (metal parts and assemblies)	503 Blake St New Haven	<b>Cut Stone</b>	
<b>Chemicals—Agriculture</b>		Merriam Mfg Co (production runs—metal boxes and containers to specifications)	Durham	Dextone Co The	New Haven
Naugatuck Chemical Division	United States	Plume & Atwood Mfg Co The (metal parts & assemblies)	Waterbury	<b>Cutters</b>	
Rubber Co (insecticides, fungicides, weed killers)	Naugatuck	Scovill Manufacturing Company (metal parts and assemblies)	Waterbury 91	Barnes Tool Company The (pipe cutters, hand)	New Haven
<b>Chemicals—Aromatic</b>		J H Sessions & Son	Bristol	Mitrametric Co The (ground pinion)	Torrington
Naugatuck Chemical Division	United States	<b>Controllers</b>		Pratt & Whitney Div Niles-Bement-Pond Co (Milling Cutters all types)	West Hartford
Rubber Co	Naugatuck	Bristol Company The	Waterbury	<b>Decorative Plating and Polishing</b>	
<b>Christmas Light Clips</b>		Manning Maxwell & Moore Inc	Stratford	City Plating Works Inc	Bridgeport
Foursome Manufacturing Co	Bristol	<b>Conveyor Systems</b>		<b>Delayed Action Mechanism</b>	
<b>Chromium Plating</b>		Leeds Electric & Mfg Co The	East Haven	M H Rhodes Inc	Hartford
American Associates Mfg Corp	Deep River	Production Equipment Co	Meriden	R W Cramer Company Inc The	Centerbrook
Chromium Corp of America	Waterbury	<b>Copper</b>		<b>Demineralizers</b>	
Chromium Process Company The	Shelton	American Brass Corp The (sheet, wire, rods, tubes)	Waterbury	Crystal Research Laboratories	Hartford
City Plating Works Inc	Bridgeport	Bridgeport Brass Company (sheet, rod, wire and tubing)	Bridgeport	<b>Diamonds—Industrial</b>	
<b>Chucks</b>		Bristol Brass Corp The (steel)	Bristol	Diamond Tool and Die Works	Hartford
Cushman Chuck Co The	Hartford	Chase Brass & Copper Co (sheet, rod, wire tube)	Waterbury	<b>Dictating Machines</b>	
Horton Chuck Div The E Horton & Son Company	Windsor Locks	Thinsheet Metals Co The (sheets and rolls)	Waterbury	Dictaphone Corporation	Bridgeport
Jacobs Manufacturing Co The	West Hartford	Western Brass Mills Division of	Olin Industries Inc (sheet, strip)	Gray Manufacturing Company The	Hartford
Union Manufacturing Company	New Britain	<b>Copper Castings</b>		Soundscriber Corporation The	New Haven
<b>Chucks—Drill</b>		Knapp Foundry Company Inc	Guilford	<b>Die Castings</b>	
Jacobs Manufacturing Co The	West Hartford	<b>Copper Sheets</b>		Newton-New Haven Co Inc	New Haven
<b>Chucks &amp; Face Plate Jaws</b>		American Brass Company The	Waterbury	<b>Die Casting Dies</b>	
Union Mfg Co	New Britain	New Haven Copper Co The	Seymour	ABA Tool & Die Co	Manchester
Horton Chuck Div The E Horton & Son Company	Windsor Locks	<b>Copper Shingles</b>		Parker Stamp Works Co The	Hartford
<b>Chucks—Power Operated</b>		New Haven Copper Co The	Seymour	Weimann Bros Mfg Co The	Derby
Cushman Chuck Co The	Hartford	<b>Copper Water Tube</b>		<b>Die Castings (Aluminum &amp; Zinc)</b>	
Union Manufacturing Company	New Britain	American Brass Company The	Waterbury	Stewart Die Casting Div Stewart Warner Corp	Bridgeport
<b>Clay</b>		Bridgeport Brass Co	Bridgeport	<b>Die Heads—Self Opening</b>	
Howard Company (Fire Howard "B" and High Temperature Dry)	New Haven	<b>Cords—Asbestos</b>		Eastern Machine Screw Corp The Truman & Barclay Sts	New Haven
<b>Cleaning Compounds</b>		General Electric Company	Bridgeport	<b>Die Polishing Machinery</b>	
Enthone Inc (Industrial)	New Haven	<b>Cords—Braided</b>		Hartford Special Machinery Co The	Hartford
<b>Cleansing Compounds</b>		General Electric Company	Bridgeport	<b>Die Sets</b>	
MacDermid Incorporated	Waterbury	<b>Cords—Heater</b>		Pratt & Whitney Div Niles-Bement-Pond Co (Precision)	West Hartford
<b>Clock Mechanisms</b>		General Electric Company	Bridgeport	Producto Machine Company The	Bridgeport
Lux Clock Mfg Co The	Waterbury	<b>Cord Sets</b>		Union Mfg Co (precision, steel and semi-steel)	New Britain
<b>Clocks</b>		<b>Cord Sets—Electric</b>		<b>Dies</b>	
E Ingraham Co The	Bristol	General Electric Company	Bridgeport	Hoggson & Pettis Mfg Co The 141 Brewery St	New Haven
Seth Thomas Clocks	Thomaston	<b>Cork Cots</b>		Mitrametric Co The (ground for gears)	Torrington
United States Time Corporation	Waterbury	Sonoco Products Co (Climax-Lowell Div)	Mystic	Parker Stamp Works Inc The (plastics and die castings)	Hartford
<b>Clocks—Alarm</b>		<b>Corrugated Box Manufacturers</b>		Pratt & Whitney Div Niles-Bement-Pond Co (Monocone and Ducone Dies)	West Hartford
Lux Clock Mfg Co The	Waterbury	Connecticut Container Corporation	New Haven	<b>Die Sinkers</b>	
<b>Clocks—Automatic Cooking</b>		<b>Corrugated Shipping Cases</b>		Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford
Lux Clock Mfg Co The	Waterbury	Connecticut Container Corporation	New Haven	<b>Dies and Die Sinking</b>	
<b>Clutches</b>		Connecticut Corrugated Box Div Robert Gair Co Inc	Portland	Consolidated Industries	West Cheshire
Snow-Nabstedt Gear Corp The	New Haven	D L & D Container Corp 87 Shelton Ave	New Haven	<b>Dish Drying Machines</b>	
<b>Clutch Facings</b>		<b>Cosmetic Containers</b>		Colt's Manufacturing Company	Hartford
Russell Mfg Co The	Middletown	Evelet Specialty Co The	Waterbury	<b>Dish Washing Machines</b>	
<b>Clutch—Friction</b>		Plume & Atwood Mfg Co The (metal)	Waterbury	Colt's Manufacturing Company	Hartford
Raybestos Div of Raybestos-Manhattan Inc The (clutch facings—molded, woven, fabric, metallic)	Bridgeport	<b>Cosmetics</b>		<b>Displays—Metal</b>	
<b>Coils</b>		J B Williams Co The	Glastonbury	Merriam Mfg Co (Contract Work to Individual Specifications)	Durham (Advt.)
Dano Electric Company	Winsted	<b>Cotton and Asbestos Wicking</b>			
<b>Coils—Electric</b>		Bland Burner Co The	Hartford		
Bittermann Electric Company	Canaan	<b>Cotton Yarn</b>			
<b>Coils—Pipe or Tube</b>		Floyd Cranska Co The	Moosup		
National Pipe Bending Co The	160 River St New Haven				
Whitlock Manufacturing Co The	Hartford				
<b>Commercial Heat Treating</b>					
A F Holden Company The	52 Richard St West Haven				
<b>Commercial Truck Bodies</b>					
Metropolitan Body Company	Bridgeport				
<b>Comparators</b>					
Pratt & Whitney Div Niles-Bement-Pond Co (Electro-limit and Air-O-Limit)	West Hartford				
<b>Compressors</b>					
Norwalk Company Inc (high pressure air and gas)	South Norwalk				



# I T ' S M A D E I N C O N N E C T I C U T

<b>Door Closers</b>		<b>Electric Time Controls</b>		<b>Envelopes—Stock and Special</b>	
P & F Corbin Division The American Hardware Corp	New Britain	R W Cramer Company Inc The	Centerbrook	American Paper Goods Company The	Kensington
Sargent & Company	New Haven	<b>Electric Timers</b>		<b>Extractors—Tap</b>	
Yale & Towne Mfg Co The	Stamford	Sessions Clock Co The	Forestville	Walton Company The	West Hartford
<b>Dowel Pins</b>		<b>Electric Timing Motors</b>		<b>Eyelets</b>	
Allen Manufacturing Co The	Hartford	Sessions Clock Co The (small)	Forestville	American Brass Company The	Waterbury
Holo-Krome Screw Corp The	West Hartford	<b>Electric Wire</b>		Platt Bros & Co The P O Box 1030	Waterbury
<b>Drafting Accessories</b>		General Electric Company	Bridgeport	Plume & Atwood Mfg Co The	Waterbury
Joseph Merritt & Co	Hartford	Rockbestos Products Corp (asbestos insulated)	New Haven	Scovill Manufacturing Company	Waterbury 91
<b>Drilling Machines</b>		<b>Electric Wiring Devices</b>		<b>Eyelts, Ferrules and Wiring Terminals</b>	
Pratt & Whitney Div Niles-Bement-Pond Co (Deep Hole)	West Hartford	Arrow-Hart & Hegeman Electric Co The	Hartford	American Brass Company The	Waterbury
<b>Drilling and Tapping Machinery</b>		General Electric Company	Bridgeport	<b>Eyelt Machine Products</b>	
Hartford Special Machinery Co The	Hartford	<b>Electrical Circuit Breakers</b>		Ball & Socket Mfg Co The	West Cheshire
<b>Drop Forgings</b>		Federal Electric Products Co Inc	Hartford	American Brass Company The	Waterbury
Atwater Mfg Co	Plantsville	<b>Electrical Conduit Fittings &amp; Grounding Specialties</b>		<b>Fabricated Alloys</b>	
Blakelee Forging Company The	Plantsville	Gillette-Vibber Company The	New London	Rolock Inc (Heat Treating, Finishing)	Fairfield
Capewell Mfg Company	Hartford	<b>Electrical Control Apparatus</b>		<b>Fancy Dress Buttons and Buckles</b>	
Consolidated Industries	West Cheshire	Federal Electric Products Co Inc	Hartford	Waterbury Companies Inc	Waterbury
Wilcox Crittenden & Co Inc	Middletown	Plainville Electrical Products Co The	Plainville	<b>Fans—Electric</b>	
<b>Druggists' Rubber Sundries</b>		<b>Electrical Goods</b>		General Electric Company	Bridgeport
Seamless Rubber Company The	New Haven	A C Gilbert Co	New Haven	<b>Fasteners—Slide &amp; Snap</b>	
<b>Duplicating Machines—Automatic</b>		<b>Electrical Motors</b>		G E Prentice Mfg Co The	Kensington
Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	U S Electrical Motors Inc	Milford	Scovill Manufacturing Company (snap and slide fasteners)	Waterbury 91
<b>Electric Cables</b>		<b>Electrical Outlet and Switch Boxes, and Covers</b>		<b>Felt</b>	
Rockbestos Products Corp (asbestos insulated)	New Haven	General Electric Company	Bridgeport	Auburn Manufacturing Company The (mechanical, cut parts)	Middletown
<b>Electric Clocks</b>		<b>Electrical Recorders</b>		Drycor Felt Company (paper makers and industrial)	Staffordville
Sessions Clock Co The (alarm, kitchen, occasional and office)	Forestville	Bristol Co The	Waterbury	<b>Felt—All Purpose</b>	
<b>Electric—Commutators &amp; Segments</b>		<b>Electrical Relays and Controls</b>		American Felt Co (Mill & Cutting Plant)	Glenville
Cameron Elec Mfg Co The (rewinding motors)	Ansonia	Allied Control Co	Plantsville	Chas W House & Sons Inc (Mills & Cutting Plant)	Unionville
<b>Electric Cord Springs</b>		<b>Electrical Switchboards</b>		<b>Fenders—Boat</b>	
Bristol Spring Manufacturing Co	Plainville	Plainville Electrical Products Co The	Plainville	Sponge Rubber Products Co Inc	Shelton
<b>Electric Cords</b>		<b>Electrical Wiring Systems</b>		<b>Fibre Board</b>	
General Electric Company	Bridgeport	Wiremold Co The	Hartford	Case Brothers Inc	Manchester
Rockbestos Products Corp (asbestos insulated)	New Haven	<b>Electronics</b>		C H Norton Co The	North Westchester
<b>Electric Eye Control</b>		Gray Manufacturing Company The	Hartford	Stevens Paper Mills Inc The	Windsor
United Cinephone Corporation	Torrington	Ripley Co	Middletown	<b>Finger Nail Clippers</b>	
<b>Electric Fixture Wire</b>		Sturup Larrabee & Warmers Inc	Middletown	H C Cook Co The	32 Beaver St Ansonia
General Electric Company	Bridgeport	<b>Electroplating</b>		<b>File Cards</b>	
Rockbestos Products Corp (asbestos insulated)	New Haven	American Associates Mfg Corp	Deep River	Standard Card Clothing Co The	Stafford Springs
<b>Electric Hand Irons</b>		National Sherardizing & Machine Co	Hartford	<b>Films</b>	
Winsted Hardware Mfg Co (trade mark "Durable")	Winsted	Waterbury Plating Company	Waterbury	Cine-Video Productions Inc	Milford
<b>Electric Heating Elements</b>		<b>Electroplating—Equipment &amp; Supplies</b>		<b>Firearms</b>	
Hartford Element Co	Hartford	Enthone Inc	New Haven	Colt's Manufacturing Company	Hartford
<b>Electric Insulation</b>		Lea Manufacturing Co The	Waterbury	Marlin Firearms Co The	New Haven
Case Brothers Inc	Manchester	MacDermid Incorporated	Waterbury	O F Mosberg & Sons Inc	New Haven
Stevens Paper Mills Inc The	Windsor	<b>Electroplating Processes &amp; Supplies</b>		Remington Arms Company Inc	Bridgeport
<b>Electric Lighting Fixtures</b>		Enthone Inc	New Haven	Winchester Repeating Arms Company Division	New Haven
Fan-Craft Mfg Co (residential, church, post lanterns)	Plainville	United Chromium Incorporated	Waterbury	Olin Industries Inc	New Haven
Plume & Atwood Mfg Co The	Waterbury	<b>Electrotypes</b>		<b>Fire Hose</b>	
Wasley Products Inc	Plainville	Barnum-Hayward Electrotypes Co Inc	New Haven	Fabrics Fire Hose (municipal and industrial)	Sandy Hook
<b>Electric Motor Controls</b>		New Haven Electrotypes Div	Electrographic	<b>Fireplace Goods</b>	
Arrow-Hart & Hegeman Electric Co The	Hartford	Corp	New Haven	American Windshield & Specialty Co The	Milford
<b>Electrical Outlet and Switch Boxes, and Covers</b>		<b>Elevators</b>		881 Boston Post Road	St
General Electric Company	Bridgeport	Eastern Machinery Co The (passenger and freight)	New Haven	John P Smith Co The (screens)	423-33 Chapel St
<b>Electric Panel Boards</b>		General Elevator Service Co	Hartford	<b>Fireproof Floor Joists</b>	
Federal Electric Products Co Inc	Hartford	<b>Enameling</b>		Dextone Co The	New Haven
Federal Electric Products Co Inc	Hartford	Conn Metal Finishing Co	Hamden	<b>Fireworks</b>	
<b>Electric Safety Switches</b>		Waterbury Plating Company	Waterbury	M Backes' Sons Inc	Wallingford
<b>Electric Shavers</b>		<b>Enameling and Finishing</b>		<b>Fishing Tackle</b>	
Schick Incorporated	Stamford	Claireglow Mfg Co	Portland	Bevin-Wilcox Line Co The (lines)	East Hampton
<b>Electric Signs</b>		Baer Brothers	Stamford	H C Cook Co The 32 Beaver St	Ansonia
Berger Sign Co	Hartford	<b>End Milling Cutters</b>		<b>Flashlights</b>	
United Advertising Corp	New Haven	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	Bond Electric Corporation Division of Olin Industries Inc	New Haven
<b>Electric Switches</b>		<b>Engines</b>		Bridgeport Metal Goods Mfg Co	Bridgeport
Arrow-Hart & Hegeman Electric Co The	Hartford	Pratt & Whitney Aircraft Div	United Aircraft	Winchester Repeating Arms Company Division	New Haven
General Electric Company	Bridgeport	Corp (aircraft)	East Hartford	Olin Industries Inc	New Haven
		Wolverine Motor Works Inc (diesel stationary marine)	Bridgeport	<b>Fiat Springs</b>	
		<b>Envelopes</b>		Bristol Spring Manufacturing Co	Plainville
		Curtis 1000 Inc	Hartford	<b>Flexible Shaft Machines</b>	
		United States Envelope Company	Hartford	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford
		Hartford Division	Hartford	(Advt.)	



# IT'S MADE IN CONNECTICUT

**Floor & Ceiling Plates**  
Beaton & Cadwell Mfg Co The New Britain

**Fluorescent Lighting Equipment**  
Vanderman Manufacturing Co The Willimantic  
Wiremold Company The Hartford

**Food Mixing Machines**  
Colt's Manufacturing Company Hartford

**Forgings**  
Clark Brothers Bolt Co Milldale  
Consolidated Industries Inc West Cheshire  
Heppenstall Co (all kinds and shapes) Bridgeport

**Foundries**  
Scovill Manufacturing Company (Non-ferrous) Waterbury 91

Connecticut Malleable Castings Co (malleable iron castings) New Haven  
Farrel-Birmingham Company Inc (Iron and Steel) Ansonia  
Charles Parker Company The (iron, brass, bronze, aluminum) Meriden  
Plainville Casting Company (gray, alloy and high tensile irons) Plainville  
Stamford Machine Company The Bridgeport  
Stamford Casting Company Inc (Aluminum, Magnesium and Bronze) Stamford  
Stonington Div of Emhart Manufacturing Co Stonington  
Turner & Seymour Mfg Co The (gray iron, semi steel and alloy) Torrington  
Union Mfg Co (gray iron & semi steel) New Britain  
Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze) Middletown

**Fountain Pens and Mechanical Pencils**  
Waterman Pen Company Inc Seymour

**Foundry Riddles**  
John P Smith Co The 423-33 Chapel St New Haven  
Rolock Inc (brass, galvanized steel) Fairfield

**Fuel Oil Pump and Heater Sets**  
Peabody Engineering Corporation Stamford

**Furnaces**  
Norwalk Airconditioning Corp The (warm air oil fired) South Norwalk

**Furnace Linings**  
Mullite Refractories Co The (refractories, super refractories) Shelton

**Fuses—Plug and Cartridge**  
General Electric Company Bridgeport

**Gage Blocks**  
Pratt & Whitney Div Niles-Bement-Pond Co (Alloy steel and Carbide, Hoke and USA) West Hartford

**Galvanizing**  
Malleable Iron Fittings Co Branford  
Wilcox Crittenden & Co Inc Middletown

**Galvanizing & Electrical Plating**  
Gillette-Vibber Co The New London

**Gaskets**  
Auburn Manufacturing Company The (from all materials) Middletown  
Raybestos Div of Raybestos-Manhattan Inc The Bridgeport  
Tsingris Die Cutting Corp (from all materials) Waterbury

**Gas Range Conversion Burner**  
Holyoke Heater Corp of Conn Inc Hartford

**Gas Scrubbers, Coolers and Absorbers**  
Peabody Engineering Corporation Stamford

**Gauges**  
Bristol Co The (pressure and vacuum—recording automatic control) Waterbury  
Helicoid Gage Division American Chain & Cable Co The (pressure and vacuum) Bridgeport

Manning Maxwell & Moore Inc Stratford  
Pratt & Whitney Div Niles-Bement-Pond Co (Precision Measurement all types) West Hartford

**Gears**  
Mitrametric Co The (blanked fine pitch) Torrington

**Gears and Gear Cutting**  
Farrel-Birmingham Company Inc Ansonia  
Hartford Special Machinery Co The Hartford

**Glass Blowing**  
Macalaster Bicknell Company New Haven

**Glass Cutters**  
Fletcher-Terry Co The Forestville

**Glass Making Machinery**  
Hartford-Empire Company Div of Emhart Manufacturing Co Hartford

**Greeting Cards**  
A D Steinbach & Sons Inc New Haven

**Grinding**  
Farrel-Birmingham Company Inc (Roll and Cylindrical) Ansonia  
Hartford Special Machinery Co The (gears, threads cams and splines) Hartford  
Horberg Grinding Industries Inc (Precision custom grinding; centerless, cylindrical, surfaces, internal and special) 19 Staples St Bridgeport

**Grinding Heads—Internal**  
Pratt & Whitney Div Niles-Bement-Pond Co (Pneumatic, High Speed) West Hartford

**Grinding Machines**  
Farrel-Birmingham Company Inc (Roll) Ansonia  
Pratt & Whitney Div Niles-Bement-Pond Co (Surface, Die, Gear and Cutter Grinders) West Hartford  
Rowbottom Machine Company Inc (cam) Waterbury

**Grommets**  
American Brass Company The Waterbury  
Plume & Atwood Mfg Co The Waterbury

**Guards for Machinery**  
Wheeler Co The G E New Haven

**Hack and Band Saw Blades**  
Capewell Manufacturing Co The Hartford

**Hand Tools**  
Bridgeport Hdwe Mfg Corp The (nail pullers, scout axes, box opening tools, trowels, coping saws, putty knives) Bridgeport

**Hard Chrome**  
City Plating Works Inc Bridgeport

**Hardness Testers**  
Wilson Mechanical Instrument Div American Chain & Cable Company Inc Bridgeport

**Hardware**  
Bassick Company The (Automotive) Bridgeport  
Harloc Products Corp New Haven  
P & F Corbin Division The American Hardware Corp (builders) New Britain  
Sargent & Company New Haven  
Wilcox Crittenden & Co Inc (marine heavy and industrial) Middletown  
Yale & Towne Mfg Co The Stamford

**Hardware—Marine & Bus**  
Rostand Mfg Co The Milford

**Hardware—Trailer Cabinet**  
Excelsior Hardware Co The Stamford

**Hardware, Trunk & Luggage**  
Corbin Cabinet Lock Div American Hardware Corp. New Britain  
J H Sessions & Son Bristol  
Yale & Towne Mfg Co The Stamford

**Hat Machinery**  
Doran Bros Inc Danbury

**Health Surgical & Orthopedic Supports**  
Berger Brothers Company The (custom made for back, breast, and abdomen) New Haven

**Heat Exchangers**  
Whitlock Manufacturing Co The Hartford

**Heat Elements**  
Safeway Heat Elements Inc (woven wire resistance type) Middletown

**Heat Treating**  
A F Holden Co The 52 Richard St West Haven  
Bennett Metal Treating Co The Elmwood  
1045 New Britain Ave  
New Britain-Gridley Machine Division  
The New Britain Machine Co New Britain  
Stanley P Rockwell Co Inc The Hartford  
296 Homestead Ave

**Heat-Treating Equipment**  
Autoyre Company The Oakville  
A F Holden Company The 52 Richard Street West Haven (Main Plant)

Bauer & Company Inc Hartford  
Rolock Inc (Baskets, Muffles, etc.) Fairfield  
Stanley P Rockwell Co Inc The (commercial) Hartford  
296 Homestead Ave  
Wallace Barnes Co The Div Associated Spring Corp Bristol

**Heat Treating Fixtures**  
Wiretex Mfg Co Inc Bridgeport

**Heat Treating Salts and Compounds**  
A F Holden Company The 52 Richard Street West Haven  
Mitchell-Bradford Chemical Co Bridgeport

**Heating and Cooling Coils**  
G & O Manufacturing Co New Haven

**Heating Elements**  
Hartford Element Co Hartford

**Heavy Chemicals**  
Naugatuck Chemical Division United States Rubber Co (sulphuric, nitric and muriatic acids and aniline oil) Naugatuck

**Hex-Socket Screws**  
Bristol Company The Waterbury  
Holo-Krome Screw Corp The West Hartford

**Highway Guard Rail Hardware**  
Malleable Iron Fittings Co Branford

**Hinges**  
Homer D Bronson Company Beacon Falls

**Hobs and Hobblings**  
ABA Tool & Die Co Manchester  
Pratt & Whitney Div Niles-Bement-Pond Co (Die and Thread Milling) West Hartford

**Hoists**  
J-B Engineering Sales Co New Haven

**Hoists and Trolleys**  
Union Mfg Company New Britain

**Home Laundry Equipment**  
General Electric Company Bridgeport

**Hose—Flexible Metallic**  
American Brass Co Waterbury  
American Metal Hose Branch Waterbury

**Hose Supporter Trimmings**  
Hawie Mfg Co The (So-Lo Grip Tabs) Bridgeport

**Hospital Signal Systems**  
Conn Telephone & Electric Corp Subsidiary of Great American Industries Inc Meriden

**Hydraulic Brake Fluids**  
Eis Manufacturing Co Middletown

**Hydraulic Controls**  
Sperry Products Inc Danbury

**Hypodermic Needles**  
Roehr Products Company Waterbury

**Inductors**  
C G S Laboratories Inc Stamford

**Industrial Finishes**  
Atlas Powder Co Zapon Div Stamford  
Chemical Coatings Corporation Rocky Hill  
United Chromium Incorporated Waterbury

**Industrial Tools—Powder Actuated**  
Remington Arms Company Inc Bridgeport

**Infra-Red Equipment**  
Leeds Electric and Mfg Co The Hartford

**Inks**  
Waterman Pen Company Inc Seymour

**Insecticides**  
American Cyanamid Company Waterbury

**Insecticide Bomb**  
Bridgeport Brass Company (Aer<sup>®</sup>a<sup>®</sup>sol) Bridgeport

**Insulated Wire & Cable**  
General Electric Company Bridgeport  
Kerite Company The Seymour

**Insulated Wire & Cable Machinery**  
Davis Electric Company Wallingford

**Instruments**  
Bristol Company The Waterbury  
J-P-T Instruments Inc (Electrical and Temperature) New Haven  
Manning Maxwell & Moore Inc Stratford  
Pratt & Whitney Div Niles-Bement-Pond Co (Precision Measuring) West Hartford

**Insulation**  
Gilman Brothers Co The Gilman (Adv't.)

# I T ' S M A D E I N C O N N E C T I C U T

## Inter-Communications Equipment

Conn Telephone & Electric Corp Subsidiary of  
Great American Industries Inc Meriden

## Interval Timers

Lux Clock Manufacturing Company Waterbury  
Rhodes Inc M H Hartford

## Ironing Machines—Electric

General Electric Company Bridgeport

## Jacquard

Case Brothers Inc Manchester

## Japanning

J H Sessions & Son Bristol

## Jig Borer

Moore Special Tool Co (Moore) Bridgeport  
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

## Jig Grinder

Moore Special Tool Co (Moore) Bridgeport

## Jointing

Raybestos Div of Raybestos-Manhattan Inc The  
(compressed sheets) Bridgeport

## Keller Machines

Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

## Key Blanks

Sargent & Company New Haven  
Yale & Towne Mfg Co The Stamford

## Labels

J & J Cash Inc (Woven) South Norwalk  
Naugatuck Chemical Division United States  
Rubber Co (for rubber articles) Naugatuck

## Label Moisteners

Better Packages Inc Shelton

## Laboratory Equipment

Eastern Industries Inc New Haven

## Laboratory Supplies

Macalaster Bicknell Company New Haven

## Laces

Wilcox Lace Corporation The Middletown

## Laces and Nettings

Wilcox Lace Corporation The Middletown

## Lacquers & Synthetic Enamels

Atlas Powder Co Zapon Div Stamford  
Baer Brothers Stamford  
Chemical Coatings Corporation Rocky Hill  
United Chromium Incorporated Waterbury

## Ladders

A W Flint Co 196 Chapel St New Haven

## Lamps

Plume & Atwood Mfg Co The (metal oil) Waterbury

## Lampholders—Incandescent and Fluorescent

General Electric Company Bridgeport

## Lamp Shades

Verplex Company The Essex

## Lathes—Contin-U-Matic

Bullard Company The (vertical multi-spindle-continuous turning type) Bridgeport

## Lathes—30H Man-Au-Trol

Bullard Company The (horizontal 3 spindle) Bridgeport

## Lathes—Mult-Au-Matic

Bullard Company The (vertical multi-spindle-indexing type) Bridgeport

## Lathes—Toolroom and Automatic

Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

## Lathes—Vertical Turret

Bullard Company The (single spindle) Bridgeport

## Laundry Roll Covers

Atlas Powder Co Zapon Div Stamford

## Lead Plating

Christie Plating Co The Groton

## Leather

Herman Roser & Sons Inc (Genuine Pigskin) Glastonbury

## Leather Dog Furnishings

Andrew B Hendryx Co The New Haven  
The Smith-Worthington Saddlery Co Hartford

## Leather Goods Trimmings

G E Prentice Mfg Co The Kensington

## Leather, Mechanical

Auburn Manufacturing Company The (pack-ings, cubs, washers, etc) Middletown

## Letterheads

Lehman Brothers Inc (designers, engravers, lithographers) New Haven

## Lighting Accessories—Fluorescent

General Electric Company Bridgeport

## Lighting Equipment

Miller Co The (Miller, Duplexalite, Ivanhoe) Meriden  
United Manufacturing Co New Haven

## Lime

New England Lime Company Canaan

## Lipstick Containers

Bridgeport Metal Goods Mfg Co Bridgeport

## Lithographers

O'Toole & Sons Inc T Stamford

## Lithography

Kellogg & Bulkeley A Division of Connecticut  
Printers Inc Hartford  
Lehman Brothers Inc New Haven  
A D Steinbach & Sons New Haven

## Locks—Banks

Yale & Towne Mfg Co The Stamford

## Locks—Builders

Eagle Lock Co The Terryville  
P & F Corbin Division The American Hard-ware Corp New Britain  
Sargent & Company New Haven  
Yale & Towne Mfg Co The Stamford

## Locks—Cabinet

Eagle Lock Co The Terryville  
Excelsior Hardware Co The Stamford  
Yale & Towne Mfg Co The Stamford

## Locks—Special Purpose

Eagle Lock Co The Terryville  
Yale & Towne Mfg Co The Stamford

## Locks—Suitcase

Eagle Lock Co The Terryville

## Locks—Suit-Case and Trimmings

Excelsior Hardware Co The Stamford

## Locks—Trunk

Eagle Lock Co The Terryville  
Excelsior Hardware Co The Stamford  
Yale & Towne Mfg Co The Stamford

## Locks—Zipper

Excelsior Hardware Co The Stamford

## Loom—Non-Metallic

Wiremold Company The Hartford

## Lumber & Millwork Products

City Lumber Co of Bridgeport Inc Bridgeport

## Machetes

Collins Company The Collinsville

## Machine Design

Black Rock Mfg Company The Bridgeport

## Machine Tools

Bullard Company The Bridgeport  
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford  
Producto Machine Company The Bridgeport

## Machine Work

Black Rock Mfg Company The Bridgeport  
Farrel-Birmingham Company Inc Ansonia  
Fenn Manufacturing Company The (precision parts) Hartford  
Hartford Special Machinery Co The (contract work only) Hartford  
National Sheradizing & Machine Co (job) Hartford  
Parker Stamp Works Inc The (Special) Hartford  
Swan Tool & Machine Co The Hartford  
Torrington Manufacturing Co The (special roll-ing mill machinery) Torrington

## Machinery

Fenn Manufacturing Company The (special) Hartford  
Globe Tapping Machine Company (dial type drilling and tapping) Bridgeport  
Hallden Machine Company The (mill) Thomaston  
Torrington Manufacturing Co The (mill) Torrington

## Machinery—Bolt and Nut

Waterbury Farrel Foundry & Machine Co The Waterbury

## Machinery—Cold Heading

Waterbury Farrel Foundry & Machine Co The Waterbury

## Machinery Dealers & Rebuilders

Botwinik Brothers New Haven  
J L Lucas and Son Fairfield  
State Machinery Co Inc New Haven

## Machinery—Extruding

Standard Machinery Co The Mystic

## Machinery—Metal-Working

Waterbury Farrel Foundry & Machine Co The Waterbury  
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

## Machinery—Nut

Waterbury Farrel Foundry & Machine Co The (forming and tapping) Waterbury

## Machinery—Screw and Rivet

Waterbury Farrel Foundry & Machine Co The Waterbury

## Machinery—Wire Drawing

Waterbury Farrel Foundry & Machine Co The Waterbury

## Machinery—Wire Straightening

Mettler Machine Tool Inc New Haven

## Machines

Campbell Machine Div American Chain & Cable Co Inc (cutting & nibbling) Bridgeport  
Coulter & McKenzie Machine Co The (special, new development engineering design and construction) Bridgeport  
Patent Button Company The Waterbury

## Machines—Automatic

A H Nilson Mach Co The (Special) Bridgeport

## Machines—Automatic Chucking

Bullard Company The Bridgeport  
New Britain-Gridley Machine Division  
The New Britain Machine Co (multiple spindle and double end) New Britain  
Pratt & Whitney Div Niles-Bement-Pond Co (Potter & Johnson) West Hartford

## Machines—Automatic Screw

New Britain-Gridley Machine Division  
The New Britain Machine Co (single and multiple spindle) New Britain

## Machines—Automatic Shaft Turning

Bullard Company The (30H lathe—horizontal 3 spindle) Bridgeport

## Machines—Brushing

Fuller Brush Co The Hartford

## Machines—Contin-U-Matic

Bullard Company The (vertical multi-spindle-continuous turning) Bridgeport

## Machines—Draw Benches

Fenn Manufacturing Company The Hartford

## Machines—Drill Spacing

Bullard Company The (Bullard spacer—used in conjunction with radical drills) Bridgeport

## Machines—Drop Hammers

Fenn Manufacturing Company The Hartford

## Machines—Forming

A H Nilson Mach Co The (four-slide wire and ribbon stock) Bridgeport

## Machines—Mult-Au-Matic

Bullard Company The Bridgeport

## Machines—Paper Ruling

John McAdams & Sons Inc Norwalk

## Machines—Pipe & Bolt Threading

Capewell Mfg Co The Hartford  
(Advt.)

# IT'S MADE IN CONNECTICUT

<b>Machines—Precision Boring</b>		<b>Metal Stampings</b>		<b>Nickel Silver Ingot</b>	
New Britain-Gridley Machine Division	New Britain	American Associates Mfg Corp	Deep River	Whipple and Choate Company The	Bridgeport
The New Britain Machine Co		American Brass Company The	Waterbury		
<b>Machines—Rolling</b>		Autoyre Co The (Small)	Oakville	<b>Night Latches</b>	
Fenn Manufacturing Company The	Hartford	Bridgeport Chain & Mfg Co	Bridgeport	P & F Corbin Division The	American Hard-
<b>Machine—Slotting</b>		DocVal Tool & Mfg Inc The	Naugatuck	ware Corp	New Britain
Globe Tapping Machine Company The (High	The (High	Excelsior Hardware Co The	Stamford	Sargent & Company	New Haven
Production Screw Head Slotting)	Bridgeport	Greist Mfg Co The	503 Blake St New Haven	Yale & Towne Mfg Co Inc	Stamford
Waterbury Farrel Foundry & Machine Co The	Waterbury	H C Cook Co The	32 Beaver St Ansonia		
(screw head)		J A Otterbein Company The (metal fabrica-	Middletown	<b>Non-ferrous Metal Castings</b>	
<b>Machines—Special</b>		tions)	Bristol	Miller Company The	Meriden
Fuller Brush Co The	Hartford	J. H. Sessions & Son	Waterbury	<b>Nuts, Bolts and Washers</b>	
<b>Machines—Swaging</b>		Patent Button Co The	Kensington	Clark Brothers Bolt Co	Milldale
Fenn Manufacturing Company The	Hartford	G E Prentice Mfg Co The	Waterbury	<b>Office Equipment</b>	
<b>Machines—Thread Rolling</b>		Plume & Atwood Mfg Co The	Unionville	Pitney-Bowes Inc	Stamford
Hartford Special Machinery Co The	Hartford	Saling Manufacturing Company	New Britain	Underwood Corporation	Bridgeport & Hartford
Waterbury Farrel Foundry & Machine Co The	Waterbury	Stanley Works The	Hartford	<b>Offset Printing</b>	
<b>Machines—Turks Head</b>		Swan Tool & Machine Co The	Shoe Hard-	Kellogg & Bulkeley A Division of Connecticut	Hartford
Fenn Manufacturing Company The	Hartford	United States Rubber Company	ware Division	Printers Inc	
<b>Machines—Well Drilling</b>		Verplex Company The (Contract)	Essex	<b>Oil Burners</b>	
Consolidated Industries	West Cheshire	Waterbury Lock & Specialty Co The	Milford	Malleable Iron Fittings Co (domestic)	Branford
<b>Machines—Wire Drawing</b>		<b>Meters—Gas</b>		Miller Company The (domestic)	Meriden
Fenn Manufacturing Company The	Hartford	Sprague Meter Company	Bridgeport	Peabody Engineering Corp (Mechanical and/or	Stamford
<b>Magnesium Castings</b>		<b>Meters—Parking</b>		Steam Atomizer)	Stamford
Stamford Casting Company	Stamford	Rhodes Inc M H	Hartford	Silent Glow Oil Burner Corp The	Hartford
<b>Manicure Instruments</b>		<b>Microfilming</b>		1477 Park St	
W E Bassett Company The	Derby	American Microfilming Service Company	New Haven	<b>Oil Burner Wicks</b>	
<b>Manganese Bronze Ingot</b>		<b>Microscope—Measuring</b>		Raybestos Div of Raybestos-Manhattan Inc The	Bridgeport
Whipple and Choate Company	Bridgeport	Lundeborg Engineering Company	Hartford	<b>Oil Tanks</b>	
<b>Marine Engines</b>		<b>Milk Bottle Carriers</b>		Norwalk Tank Co The (\$50 to 30M gals, under-	writers above and under ground)
Kilborn-Sauer Company (running	lights and	John P Smith Co The	423-33 Chapel St	Whitlock Manufacturing Co The	South Norwalk
searchlights)	Fairfield		New Haven		Hartford
Lathrop Engine Co The	Mystic	<b>Millboard</b>		<b>Optical Cores &amp; Ingots</b>	
<b>Marine Equipment</b>		Raybestos Div of Raybestos-Manhattan Inc The	Bridgeport	Plume & Atwood Mfg Co The	Thomaston
Russell Manufacturing Company (The utility	Middletown	Hartford Builders Finish Co	Hartford	<b>Otis Woven Awning Stripes</b>	
cord and accessory hardware)	Middletown	<b>Milling Machines</b>		The Falls Company	Norwich
Wilcox Crittenden & Co Inc	Middletown	Pratt & Whitney Div Niles-Bement-Pond Co	(Keller Tracer—Controlled Milling Machines)	<b>Outlets—Electric</b>	
<b>Marine Reserve Gears</b>		Rowbottom Machine Company Inc (cam)	West Hartford	General Electric Company	Bridgeport
Snow-Nabstedt Gear Corp The	New Haven	Waterbury		<b>Ovens—Electric</b>	
<b>Marking Devices</b>		<b>Mill Supplies</b>		Bauer & Company Inc	Hartford
Hoggson & Pettis Mfg Co The	New Haven	Wilcox Crittenden & Co Inc	Middletown	<b>Package Sealers</b>	
Parker Stamp Works Inc The (steel)	Hartford	<b>Miniature Precision Connectors</b>		Better Packages Inc	Shelton
<b>Mattresses</b>		Gorn Electric Co	Stamford	<b>Packaging</b>	
Waterbury Mattress Co	Waterbury	<b>Minute Minders</b>		Local Industries Inc (merchandising displays	Lakeville
<b>Metal Boxes and Displays</b>		Lux Clock Mfg Co The	Waterbury	and packaging in wood)	
Durham Manufacturing Company The	Durham	<b>Mirror Rosettes and Hangers</b>		<b>Packaging Machinery</b>	
Merriam Mfg Co (Bond, Security, Cash, Util-		Waterbury Companies Inc	Waterbury	Colt's Manufacturing Company (box making	Hartford
ity, Personal Files, Drawer Safes, Custombilt		<b>Mixing Equipment</b>		machinery, Trade mark "Rite Size")	Portland
containers and displays)	Durham	Eastern Industries Inc	New Haven	Standard-Knapp Division of Emhart Manu-	facturing Co
<b>Metal Cleaners</b>		<b>Mops</b>		<b>Packing</b>	
Apothecaries Hall Co	Waterbury	Fuller Brush Co The	Hartford	Auburn Manufacturing Company The (leather,	Middletown
Enthone Inc	New Haven	<b>Moulded Plastic Products</b>		rubber, asbestos, fibre)	Middletown
MacDermid Incorporated	Waterbury	Colt's Manufacturing Company	Hartford	Raybestos Div of Raybestos-Manhattan Inc The	Bridgeport
<b>Metal Cleaning Machines</b>		Patent Button Co The	Waterbury	(rubber sheet and automotive)	
Colt's Manufacturing Company	Hartford	Waterbury Companies Inc	Waterbury	<b>Pads—Office</b>	
<b>Metal Finishes</b>		Watertown Mfg Co The	117 Echo Lake Road	The Baker Goodyear Company	New Haven
Enthone Inc	New Haven	Waterbury	Watertown	<b>Padlocks</b>	
Mitchell-Bradford Chemical Co	Bridgeport	<b>Mouldings</b>		Sargent & Company	New Haven
United Chromium Incorporated	Waterbury	Himmel Brothers Co The (architectural, metal	Hamden	Waterbury Lock & Specialty Co The	Milford
<b>Metal Finishing</b>		and store front)		Yale & Towne Mfg Co Inc	Stamford
American Associates Mfg Corp	Deep River	<b>Moulds</b>		<b>Paints</b>	
National Sheradizing & Machine Co	Hartford	ABA Tool & Die Co	Manchester	Baer Brothers	Stamford
Waterbury Plating Company	Waterbury	Hoggson & Pettis Mfg Co The (steel)	New Haven	<b>Paints and Enamels</b>	
<b>Metal Formings</b>		114 Brewery St	New Haven	Staminate Corp The	New Haven
Master Engineering Company	West Cheshire	Lundeborg Engineering Company (plastics)	Hartford	<b>Panta</b>	
<b>Metalizing</b>		Parker Stamp Works Inc The (compression	Hartford	Moore Special Tool Co (crush wheel dresser)	Bridgeport
Conn Metal Finishing Co	Hamden	injection & transfer for plastics)	Hartford	<b>Paperboard</b>	
<b>Metal Novelties</b>		<b>Napper Clothing</b>		Gair Company Inc Robert	Montville
H C Cook Co The	32 Beaver St Ansonia	Standard Card Clothing Co The (for textile	Stafford Springs	Robertson Paper Box Co	Montville
<b>Metal Products—Stampings</b>		mills)		New Haven Pulp and Board Co The	New Haven
American Brass Company The	Waterbury	<b>Nettings</b>		<b>Paper Boxes</b>	
J H Sessions & Son	Bristol	Wilcox Lace Corp The	Middletown	Atlantic Carton Corp (folding)	Norwich
Scovill Manufacturing Company (Made-to-Or-	Waterbury 91	<b>Nickel Anodes</b>		Gair Co Inc Robert (folding)	Montville
der)		Apothecaries Hall Co	Waterbury	National Folding Box Co Inc (folding)	New Haven
<b>Metal Specialties</b>		Seymour Mfg Co The	Seymour	New Haven Board and Carton Co The	New Haven
Excelsior Hardware Co The	Stamford	<b>Nickel Silver</b>		Mills Inc H J	Bristol
		American Brass Company The	Waterbury	Robertson Paper Box Co (folding)	Montville
		Plume & Atwood Mfg Co The	Thomaston	<b>Paper Boxes—Folding and Setup</b>	
		Seymour Mfg Co The	Seymour	Bridgeport Paper Box Company	Bridgeport
		Waterbury Rolling Mills Inc (sheets, strips,	Waterbury	M Backes' Sons Inc	Wallingford
		rolls)		<b>Paper Clips</b>	
		Western Brass Mills Division of	Olin Indus-	H C Cook Co The (steel) 32 Beaver St Ansonia	(Advt.)
		tries Inc (sheet, strip)	New Haven		



# I T ' S M A D E I N C O N N E C T I C U T

**Paper Mill Machinery**  
Farrel-Birmingham Company Inc Ansonia

**Paper Tubes and Cores**  
Sonoco Products Co (Climax-Lowell) Div Mystic

**Parallel Tubes**  
Sonoco Products Co (Climax-Lowell) Div Mystic

**Parkerizing**  
Clairglow Mfg Company Portland

**Parking Meters**  
Rhodes Inc M H Hartford

**Passenger Car Sander**  
Conn Telephone & Electric Corp Subsidiary of Meriden  
Great American Industries Inc Meriden

**Pattern-Makers**  
Farrel-Birmingham Company Inc Ansonia

**Penlights**  
Bridgeport Metal Goods Mfg Co Bridgeport

**Pet Furnishings**  
Andrew B Hendrix Co The New Haven

**Pharmaceutical Specialties**  
Ernst Bischoff Company Inc Ivoryton

**Phosphor Bronze**  
American Brass Company The Waterbury  
Miller Company The (sheets, strips, rolls) Meriden

**Phosphor Bronze Ingots**  
Seymour Mfg Co The Seymour  
Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury

**Photographic Equipment**  
Whipple and Choate Company The Bridgeport  
Kalart Company Inc Plainville

**Piano Repairs**  
Pratt Read & Co Inc (keys and action) Ivoryton

**Piano Supplies**  
Pratt Read & Co (keys and actions, backs, plates) Ivoryton

**Pins**  
CEM Company ("Spiral") Danielson

**Pin Up Lamps**  
Verplex Company The Essex

**Pipe**  
American Brass Co The (brass and copper) Waterbury  
Bridgeport Brass Co (brass and copper) Bridgeport

**Pipe Fitter's Hand Tools & Machines**  
Capewell Mfg Co The Hartford

**Pipe Fittings**  
Corley Co Inc Plainville  
Malleable Iron Fittings Co Branford

**Pipe Plugs**  
Holo-Krome Screw Corporation The (counter-sunk) West Hartford

**Pipe Plugs—Socketed**  
Holo-Krome Screw Corp The West Hartford

**Plastics**  
Naugatuck Chemical Division United States Rubber Co Naugatuck  
Sponge Rubber Products Co Inc (expanded cellular) Shelton

**Plastic Bottles**  
Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford

**Plastic Buttons**  
Frank Parizek Manufacturing Co The West Willington  
Patent Button Co The Waterbury

**Plastic Gems**  
Colt's Manufacturing Company Hartford

**Plastic Films and Sheet**  
Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford

**Plastic Rod and Tubing**  
Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford

**Plastic Materials**  
American Cyanamid Co (Molding Compounds, Adhesives, Laminating Resins) Wallingford

**Plastics Machinery**  
Black Rock Mfg Company The Bridgeport  
Farrel-Birmingham Company Inc Ansonia

**Plastic Molding**  
U S Plastic Molding Corporation Wallingford

**Plastic—Moulders**  
Colt's Manufacturing Company Hartford  
Conn Plastics Waterbury  
General Electric Company Meriden  
Waterbury Companies Inc Waterbury  
Watertown Mfg Co The Watertown

**Plastics—Moulds & Dies**  
Parker Stamp Works Inc The (for plastics) Hartford

**Plasticrete Bloc**  
Plasticrete Corp Hamden

**Plates—Switch**  
General Electric Company Bridgeport

**Platers**  
American Metal Products Company Inc Bridgeport

**Plating**  
Christie Plating Co Groton  
City Plating Works Bridgeport  
Patent Button Co The Waterbury  
Waterbury Plating Company Waterbury  
Chromium Process Company The (Chromium Plating only) Derby

**Platers' Equipment**  
Apothecaries Hall Company Waterbury  
Conn Metalcraft Inc New Haven  
Lea Manufacturing Co The Waterbury  
MacDermid Incorporated Waterbury

**Platers Metal**  
Plume & Atwood Mfg Co The Thomaston

**Plating**  
American Associates Mfg Corp Deep River  
Christie Plating Co The (including lead plating) Groton  
Conn Metal Finishing Co Hamden

**Plating Processes and Supplies**  
Enthone Inc New Haven  
United Chromium Incorporated Waterbury

**Plumbers' Brass Goods**  
Bridgeport Brass Co Bridgeport  
Keeney Mfg Co The (special bends) Newington  
Scovill Manufacturing Company Waterbury 48

**Plumbing Specialties**  
John M Russell Mfg Co Inc Naugatuck

**Pole Line Hardware**  
Malleable Iron Fittings Co Branford

**Police Equipment**  
The Smith-Worthington Saddlery Co Hartford

**Polishing Wheels**  
Williamsville Buff Div The Bullard Clark Company Danielson

**Poly Chokes**  
Poly Choke Company The (a shotgun choking device) Tariffville

**Postage Meters**  
Pitney Bowes Inc Stamford

**Potentiometers—Electronic**  
Bristol Company The Waterbury

**Power Presses**  
Fenn Manufacturing Company The Hartford

**Power Rollers**  
Consolidated Industries Inc West Cheshire

**Prefabricated Buildings**  
City Lumber of Bridgeport Inc The Bridgeport

**Premium Specialties**  
Waterbury Companies Inc Waterbury

**Preservatives—Wood, Rope, Fabric**  
Darworth Incorporated ("Cuprinol") Simsbury

**Press Papers**  
Case Brothers Inc Manchester

**Presses**  
Farrel-Birmingham Company Inc (Hydraulic) Ansonia

**Presses—Molding**  
Henry & Wright Div of Emhart Manufacturing Company Hartford

**Presses—Power**  
Standard Machinery Co The (compression and transfer molding, automatic and semi-automatic) Mystic

**Presses—Power**  
Waterbury Farrel Foundry & Machine Co The Waterbury

**Pressure Vessels**  
Norwalk Tank Co Inc The (unfired to ASME Code Par U 69-70) South Norwalk

**Printing**  
Whitlock Manufacturing Co The Hartford

**Printing**  
Case Lockwood & Brainard A Division of Connecticut Printers Inc Hartford  
Finlay Brothers Hartford  
Heminway Corporation The Waterbury  
Hunter Press Hartford  
Lehman Brothers Inc New Haven  
Taylor & Greenough Co The Wethersfield  
T B Simonds Inc Hartford  
A D Steinbach & Sons New Haven  
The Walker-Rackliff Company New Haven

**Printing Machinery**  
Banthin Engineering Co (automatic) Bridgeport  
Thomas W Hall Company Stamford

**Printing Rollers**  
Chambers-Storck Company Inc The (engraved) Norwich

**Production Control Equipment**  
United Cinephone Corporation Torrington

**Production Welding**  
Consolidated Industries West Cheshire

**Profilers**  
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

**Propellers—Aircraft**  
Hamilton Standard Div United Aircraft Corp (propellers and other aircraft equipment) Windsor Locks

**Protective Coatings**  
Harrison Company The A S (Waxes) South Norwalk

**Publishers**  
O'Toole & Sons Inc T Stamford

**Pumps**  
Yale & Towne Mfg Co The Stamford

**Pumps—Small Industrial**  
Eastern Industries Inc New Haven

**Pump Valves**  
Colt's Manufacturing Company Hartford

**Punches**  
Hoggson & Pettis Mfg Co The (ticket & cloth) 141 Brewery St New Haven

**Putty Softeners—Electrical**  
Fletcher Terry Co The Box 415 Forestville

**Pyrometers**  
Bristol Co The (recording and controlling) Waterbury

**Radiation—Finned Copper**  
Bush Manufacturing Co West Hartford  
G & O Manufacturing Company The New Haven

**Radiators**  
Vulcan Radiator Co The (steel and copper) Hartford

**Radiators—Engine Cooling**  
G & O Manufacturing Co New Haven

**Rayon Staple Fiber**  
Hartford Rayon Corp The Rocky Hill

**Reamers**  
Pratt & Whitney Div Niles-Bement-Pond Co (All types) West Hartford

**Recorders**  
Bristol Co The (automatic controllers, temperature, pressure, flow, humidity) Waterbury

**Reduction Gears**  
Farrel-Birmingham Company Inc Ansonia  
Snow-Nabstedt Gear Corp The New Haven

**Refractories**  
Howard Company New Haven  
Mullite Refractories Company The Shelton

**Refrigeration**  
Bowser Technical Refrigeration Div Bowser Inc (high altitude, low temperature) Terryville

**Regulators**  
Norwalk Valve Company (for gas and air) South Norwalk  
Sorensen & Company Inc Stamford

**Remote Control Wiring**  
General Electric Company Bridgeport

**Resistance Wire**  
C O Jelliff Mfg Co The (nickel chromium, copper nickel, iron chromium, aluminum) Southport

**Respirators**  
Kanthal Corporation The (Kanthal A-1, A, D, DS) Stamford

**Respirators**  
American Optical Company Safety Products Division Putnam

**Retainers**  
Hartford Steel Ball Co The (bicycle & automotive) Hartford

**Riveting Machines**  
Grant Mfg & Machine Co The Bridgeport  
H P Townsend Manufacturing Co The Elmwood

**Rivets**  
L-R Mfg Div of The Ripley Co Torrington  
Raybestos Div of Raybestos-Manhattan Inc The (brake service equipment) Bridgeport (Advt.)



# IT'S MADE IN CONNECTICUT

**Tubes—Collapsible Metal**  
Sheffield Tube Corp The New London

**Tubing**  
American Brass Co The (brass and copper) Waterbury  
Bridgeport Brass Company (brass and copper) Bridgeport  
G & O Manufacturing Co (finned) New Haven  
Scoville Manufacturing Company (Brass and Copper) Waterbury 91

**Tubing—Flexible Metallic**  
American Brass Co Metal Hose Waterbury Branch

**Tubing—Heat Exchanger**  
American Brass Company The Waterbury  
Scoville Manufacturing Company Waterbury 91

**Tumbling Equipment & Supplies**  
Tumbling Sales & Service Company Greenwich

**Tumbling Service**  
Tumbling Sales & Service Company, Esbec  
Tumbling Division Meriden

**Typewriters**  
Royal Typewriter Co Inc Hartford  
Underwood Corporation Hartford

**Typewriters—Portable**  
Royal Typewriter Company Inc Hartford  
Underwood Corporation Hartford

**Typewriter Ribbons and Supplies**  
Royal Typewriter Company Inc Hartford  
Underwood Corporation Hartford and Bridgeport

**Underclearer Rolls**  
Sonoco Products Co (Climax-Lowell Div) Mystic

**Vacuum Bottles and Containers**  
American Thermos Bottle Co Norwich

**Vacuum Cleaners**  
Electrolux Corporation Old Greenwich  
Spencer Turbine Co The Hartford

**Valves**  
Norwalk Valve Company (sensitive check valves) South Norwalk

**Valve Discs**  
Colt's Manufacturing Company Hartford

**Valves—Automobile Tire**  
Bridgeport Brass Company Bridgeport

**Valves—Radiators Air**  
Bridgeport Brass Company Bridgeport

**Valves—Relief & Control**  
Beaton & Caldwell Mfg Co New Britain

**Valves—Safety & Relief**  
A Wimpfheimer & Moore Inc Stratford

**Vanity Boxes**  
Bridgeport Metal Goods Mfg Co Bridgeport

**Varnishes**  
Baer Brothers Stamford  
Staminit Corp The New Haven

**Velvets**  
American Velvet Co (owned and operated by A Wimpfheimer & Bro Inc) Stonington  
Leiss Velvet Mfg Co Inc The Willimantic  
Velvet Textile Corporation The (Velveteen) West Haven

**Venetian Blinds**  
Findell Manufacturing Company Manchester  
Jennings Company The S Barry New Haven  
New England Shade & Blind Co Inc Durham

**Venetian Blind Tape**  
Russell Manufacturing Company The (woven cotton and woven plastic) Middletown

**Ventilating Systems**  
Colonial Blower Company Plainville

**Vertical Shapers**  
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

**Vibration Isolation Mountings**  
MB Manufacturing Company Inc The (for truck engines, aircraft, engine mountings, special machinery) New Haven

**Vibration Testing Equipment**  
MB Manufacturing Company Inc The New Haven

**Vibrators—Pneumatic**  
New Haven Vibrator Company (industrial) New Haven

**Vises**  
Charles Parker Co The Meriden  
Fenn Manufacturing Company The (Quick-Action Vises) Hartford  
Vanderman Manufacturing Co The (Combination Bench Pipe) Willimantic

**Washers**  
American Felt Co (felt) Glenville  
Auburn Manufacturing Company The (all materials) Middletown  
Blake & Johnson The (brass, copper & non-ferrous) Waterville

**Washers (Continued)**  
Clark Brothers Bolt Co Milldale  
Plume & Atwood Mfg Co The (brass & copper) Waterbury  
Raybestos Div of Raybestos-Manhattan Inc (the clutch washers) Bridgeport  
J H Rosenbeck Inc Torrington  
Saling Manufacturing Company (made to order) Unionville

**Washers—Felt**  
Chas W House & Sons Inc (Mills & Cutting Plant) Unionville

**Washing Machines—Electric**  
General Electric Company Bridgeport

**Watches**  
E Ingraham Co The Bristol  
United States Time Corporation The Waterbury

**Water Heaters**  
Whitlock Manufacturing Co The (instantaneous & storage) Hartford

**Water Heaters—Electric**  
Bauer & Company Inc Hartford

**Water Heaters—Gas or Kerosene**  
Holyoke Heater Corp of Conn Inc Hartford

**Waterproof Dressings for Leather**  
Viscol Company The Stamford

**Waxes**  
Harrison Company The A S (and other protective coatings) South Norwalk

**Waxes—Floor**  
Fuller Brush Co The Hartford

**Wedges**  
Saling Manufacturing Company (hammer & axe) Unionville

**Welding**  
Farrel-Birmingham Company Inc Ansonia  
G E Wheeler Company (Fabrication of Steel & Non-Ferrous Metals) New Haven

**Welding—Lead**  
Starts Welding Company (tanks and fabrication) Meriden

**Welding Rods**  
American Brass Company The Waterbury  
Bristol Brass Co The (brass & bronze) Bristol

**Wheels—Industrial**  
George P Clark Co Windsor Locks

**Wicks**  
Auburn Manufacturing Company The (felt, asbestos) Middletown  
Holyoke Heater Corp of Conn Inc Hartford  
Raybestos Div of Raybestos-Manhattan Inc (the oil burner wicks) Bridgeport

**Window & Door Guards**  
Hartford Wire Works Co The Hartford  
Smith Co The John P New Haven

**Window Shades**  
New England Shade & Blind Co Inc Durham

**Wiping Cloths**  
Federal Textile Corporation New Haven

**Wire**  
American Brass Company The Waterbury  
American Steel & Wire Div of U S Steel New Haven

**Atlantic Wire Co The (steel)** Branford  
**Bartlett Hair Spring Wire Co The (hair spring)** North Haven  
**Bridgeport Brass Company (brass and silicon bronze)** Bridgeport

**Bristol Brass Corp The (brass & bronze)** Bristol  
**Driscoll Wire Co The (steel)** Shelton  
**Hudson Wire Co Winsted Div (insulated & enameled magnet)** Winsted

**Platt Bros & Co The (zinc wire)** Waterbury  
**P O Box 1030** Waterbury

**Plume & Atwood Mfg Co The (brass, bronze, nickel silver)** Thomaston  
**Scoville Manufacturing Company (Brass, Bronze and Nickel Silver)** Waterbury 91

**Wire and Cable**  
General Electric Company (for residential, commercial and industrial applications) Bridgeport

**Wire Arches & Trellises**  
Hartford Wire Works Co The Hartford  
John P Smith Co The 4233-33 Chapel St New Haven

**Wire Baskets**  
Rolock Inc (Industrial—for acid, heat, degreasing) Fairfield  
Wiretex Mfg Co Inc (Industrial, for acid, heat, treating and degreasing) Bridgeport

**Wire Cable**  
Bevin-Wilcox Line Co The (braided) East Hampton

**Wire Cloth**  
Hartford Wire Works Co The Hartford  
C O Jelliff Mfg Co The (all metal, all meshes) Southport

**Pequot Wire Cloth Co Inc** Norwalk  
**Rolock Incorporated** Fairfield  
**Smith Co The John P** New Haven

**Wire Drawing Dies**  
Waterbury Wire Die Co The Waterbury

**Wire Dipping Baskets**  
Hartford Wire Works Co The Hartford  
John P Smith Co The 423-33 Chapel St New Haven

**Wire Formings**  
Autoyre Co The Oakville  
G E Prentice Mfg Co The Kensington  
Master Engineering Company West Cheshire  
North & Judd Manufacturing Co New Britain  
Turner & Seymour Manufacturing Co The Torrington

**Verplex Company The** Essex

**Wire Forms**  
Bristol Spring Manufacturing Co Plainville  
Colonial Spring Corporation The Hartford  
Connecticut Spring Corporation The Hartford

**Foursome Manufacturing Co** Bristol  
**Humason Mfg Co The** Forestville  
**New England Spring Mfg Co** Unionville  
**Templeman Co D R** Plainville  
**Wallace Barnes Co The Div Associated Spring Corp** Bristol

**Wire Goods**  
American Buckle Co The (overall trimmings) West Haven  
Patent Button Co The Waterbury  
Scoville Manufacturing Company (To Order) Waterbury 91

**Wire Partitions**  
Hartford Wire Works Co The Hartford  
John P Smith Co The 423-33 Chapel St New Haven

**Wire Products**  
Clairglow Mfg Company Portland  
Plume & Atwood Mfg Co The (to order) Waterbury

**Wire Reels**  
A H Nilson Mach Co The Bridgeport

**Wire Rings**  
American Buckle Co The (pan handles and tinners' trimmings) West Haven  
Templeman Co D R Plainville

**Wire Rope and Strand**  
American Steel & Wire Div of U S Steel New Haven

**Wire Shapes**  
Bridgeport Chain & Mfg Co Bridgeport

**Wire—Specialties**  
Andrew B Hendryx Co The New Haven

**Wires and Cable**  
Rockbestos Products Corporation (all asbestos, mining, shipboard and appliance applications) New Haven

**Wooden Boxes**  
Wallingford Planing Mill Co Inc Yalesville

**Wood Handles**  
Salisbury Cutlery Handle Co The (for cutlery & small tools) Salisbury

**Wood Scrapers**  
Fletcher-Terry Co The Forestville

**Woodwork**  
C H Dresser & Sons Inc (Mfg all kinds of woodwork) Hartford  
Hartford Builders Finish Co Hartford

**Woodworking**  
Local Industries Inc Lakeville

**Woven Felts—Wool**  
Chas W House & Sons Inc (Mills & Cutting Plant) Unionville

**Yarns**  
Hartford Spinning Incorporated (Woolen, knitting and weaving yarns) Unionville  
Aldon Spinning Mills Corporation The (fine-woolen and specialty) Talcottville  
Ensign-Bickford Co The (jute-carpet) Simsbury

**Zinc**  
Platt Bros & Co The (ribbon, strip and wire) Waterbury  
P O Box 1030

**Zinc Castings**  
Newton-New Haven Co Inc 688 Third Ave West Haven (Advt.)

## A Guide to Management Appraisal of Its Advertising

(Continued from page 51)

A corollary method is to apply this procedure to a single test market, like a city. If the test market is representative, the sample results can be extrapolated to the whole market.

A second method is to use a test city and determine by survey how much advertising is needed to achieve a satisfactory degree of consumer understanding and appreciation of a unique copy theme used solely in this market. An estimate for the whole market may then be made from these test results. This method has particular application for new copy themes. A more detailed discussion of budget building will be found in the June, 1950 issue of *CONNECTICUT INDUSTRY*, under the title "How to Get the Most from Your Advertising."

## The Implicit Assumption

The assumption implicit in these comments on how much advertising is needed has been that the effectiveness of the individual advertisements is constant, and constant on a reasonably high level. Just as an inefficient automobile wastes fuel, so ineffective advertising wastes money. Some specific ways by which effectiveness of the individual advertisement may be increased—and thereby add value to your products—will be discussed in the next issue.

## Service Section

**WANTED**—Sub-contract work in heat treating. Have considerable open capacity for various types of production heat treating, tempering, annealing, normalizing, etc. Address MTA-569.

**WANTED**—Sub-contract work by well qualified electronics manufacturing company. Electronic sub-assembly, wiring, stamping, hobbing. Address MTA-570.

## Advertising Index

Aetna Life Affiliated Cos.	44
Allen, Russell & Allen	20
American Appraisal Co.	39
American Associates Mfg. Co.	20
American Microfilming Co.	49
Baldwin Mfg. Co.	28
Ballard Oil Co., The	Outside Back Cover
Barney's	32
Bristol Co., The	48
Champlin Box Co., The	20
Chase Brass & Copper Co.	24
Colonial Blower Co.	21
Connecticut Advertising Services	52
Conn. Medical Service	40
Connecticut Printers, Inc.	3
Connecticut Utility Companies	42
Corrigan, Inc., J. C.	47
Detroit Steel Corp.	41
Dodge Co., C. B.	32
Dowd, Wylie & Olson, Inc.	2
Enthone, Inc.	27
Fritzell Foundry & Casting Co.	19
Fuller Brush Co.	37
Gair Company, Robert	Inside Front Cover
Graphic Arts Co., Inc., The	30
Hall Company, Inc., Thomas W.	24
Hartford Special Machinery Co., The	43
Hawkrigde-Waterbury Div.	46
Hicks Machine, Inc.	26
Howard Co., The	20
Jones & Company, Inc., T. A. D.	4
Love, Ralph H.	25
Manufacturers Assoc. of Conn., Inc.	2 & 64
Mills, Inc., H. J.	24
Morrissey & Cheney	43
Nickson Tool Sales Co.	31
Nutmeg Crucible Steel Co., The	36
Plainville Electrical Products Co.	45
Plocar Company, John J.	23
Pratt & Whitney Div. Niles-Bement-Pond Co.	Inside Back Cover
SA-42	30
Seymour Mfg. Co.	33
Sherman Transfer Co., Roger	29
Smith Co., W. T.	22
Souther Engineering Co., The Henry	20
Southern New England Telephone Co.	2
Sponge Rubber Products Co.	18
Swan Tool & Machine Co., The	24
Taylor & Greenough Co., The	23
Torrington Mfg. Co., The	22
Tyler Equipment Corp.	38
Vreeland, K. M.	51
Wilco Machine Tool Co.	24
Winship, Richard	36
Wittstein, Jack	24, 36, 43
Wiremold Co., The	21
Worth-Spar Co., Inc., The	20

# SAVE THE DATE *September 21, 1954*

TO ATTEND THE AFTERNOON AND  
EVENING SESSIONS

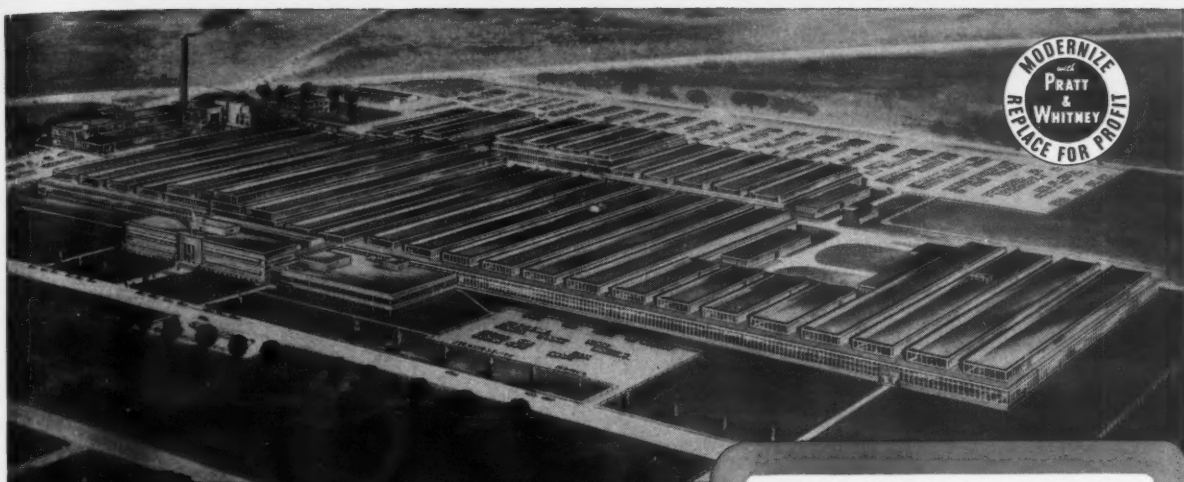
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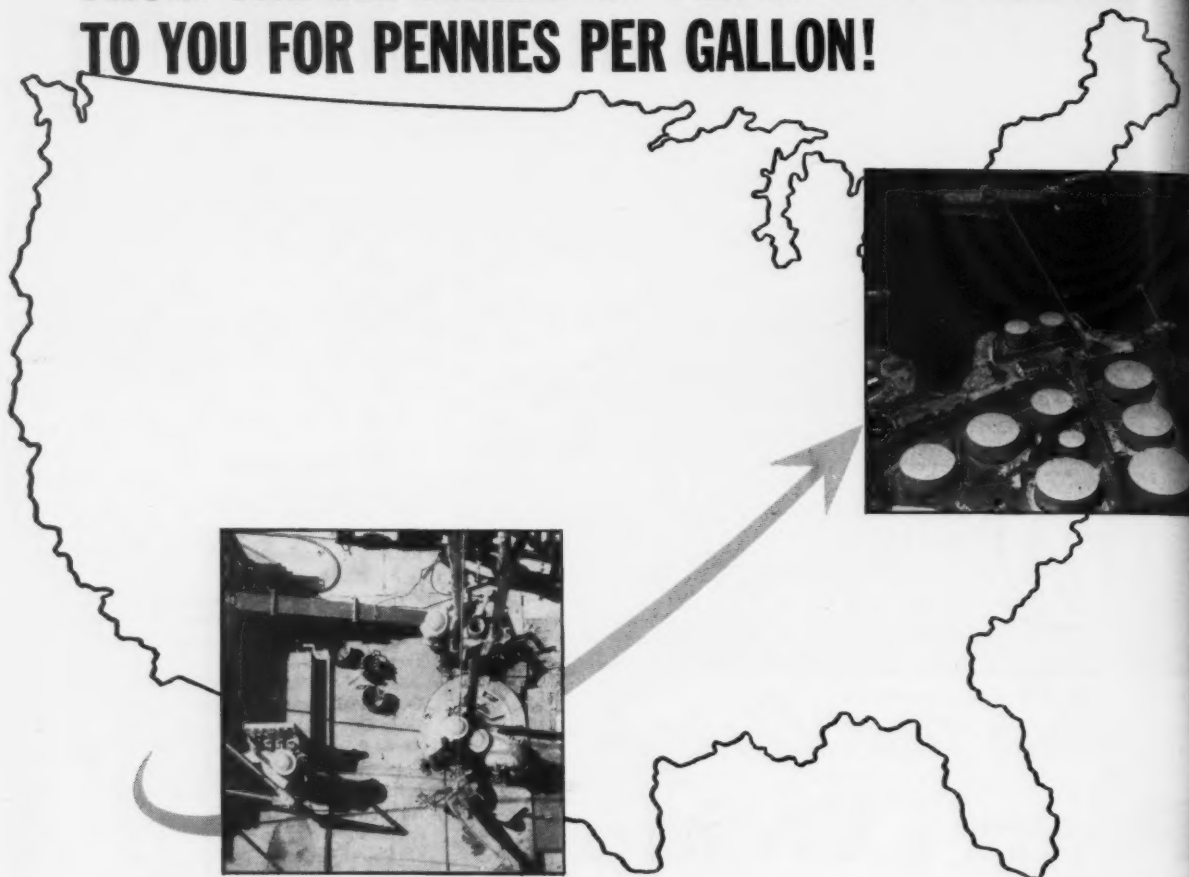
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